

Important information regarding the Programme Regulationsro ro ro 63 .-39.5(8w 2680).on8w.651..4&.T.m

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Programme redevelopment

The Business Administration programme has undergone a major redevelopment with the new version of the programme launching in September 2019. These regulations are referred to as the 'Old Regulations' to differentiate from the redeveloped version of the programme whose regulations are the 'New Regulations'. Final examinations under the 'Old Regulations' will be held in May 2024. After this date it will not be possible to take or retake an examination for the current programme.

From 2021–2022, all students registering for the first time on the Business Administration 'New Regulations' programme must study with a Recognised Teaching Centre.

Changes to the BSc Business Administration Regulations 2023–2024

Programme Regulations are reviewed annually and revised if necessary. Where there are changes which may impact on continuing students, these are listed below:

1. It is no longer possible to transfer from the Access Programme (Old Regs) to the BSc (New Regs).
2. The option to transfer from the Old Regulations to the New Regulations is no longer available. From 2023–2024, you will continue with the version of the programme that you are registered on. Final examinations for the Old Regulations will take place in May 2024, after which this version of the programme will close.



4 Assessment for the programme

An examination is defined as an element of assessment that takes place in a controlled environment. You will be given details of how the courses on your programme are assessed, the specific environment or location that is permitted and the time allowed for the assessment. You will be contacted at least 5 months prior to the assessment session with these details.

All examinations are scheduled using an online delivery method. You must ensure that your device

Penalty for exceeding the word count

6 Progression within the programme

Maximum and minimum number of examinations per year

6.1

Within the limits set by the regulations and the minimum and maximum registration periods, you may decide when to be examined, the number of courses to attempt each year and the order in which courses are examined. You do not have to enter examinations every year.

6.2

If you enter examinations in any year you may attempt examinations in a minimum of one half course (15 credits) and maximum of the equivalent of six full courses (180 credits). These courses can include:

- courses that you are retaking having previously made a failed attempt at the examination;
- courses that you registered for in a previous session but for which you were absent from the examination; and
- new registrations (i.e. courses for which you registered for the first time in 2019–2020), up to

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Transfer from the (closed) Access programme to the BSc Business Administration degree

6.11

it is no longer possible to transfer from the Access Programme (Old Regs) to the BSc (New Regs).

Transfer from the BSc Business Administration (and pathways) under the Old Regulations to the New Regulations

6.12

The option to transfer from the Old Regulations to the New Regulations is no longer available.

From 2023–2024, you will continue with the version of the programme that you are registered on. [Reg t.7 3.120h](#)

The CertHE or DipHE Business Administration is classified on a Pass/Fail basis, is made at the discretion of the Board of Examiners and is subject to the Board of Examiners being satisfied that the award represents a coherent programme of study.

7.9

All assessments are marked and graded according to the assessment criteria for the BSc Business Administration.

7.10

If we award you the CertHE or DipHE Business Administration you may not subsequently be awarded the BSc Business Administration.

Appendix A –

Stage 3, Specialist Level (FHEQ Level 6)

One compulsory full course (each worth 30 credits):

*Modern business in comparative perspective [BA3130]**

+

The equivalent of **two full marketing courses (30 credits)** from:

Full course (worth 30 credits)

Advertising and promotion in brand marketing [BA3165](full course)*

Half courses (each worth 15 credits)

Consumer behaviour [BA3170] (half course)*

Marketing research [BA3150] (half course)*

+

The equivalent of **one full course (30 credits)** from:

Full courses (each worth 30 credits)

International human resource management [BA3180] (full course)*

Accounting for strategy [BA3230] (full course)*

Innovation management [BA3250] (full course)*

Half courses (each worth 15 credits)

Managing organisational change [BA3190] (half course)*

The individual at work [BA3200] (half course)*

European business [BA3210] (half course)*

Multinational enterprise [BA3220] (half course)*

Notes:

- The examination numbers have been appended to the course titles and these numbers should be used when completing examination entry forms.
- Not all courses will necessarily be available in every year.
- Courses marked with an asterisk * have prerequisites; see Appendix B for details.

BSc Business Administration with Human Resource Management

Stage 1, Foundation Level (FHEQ Level 4)

Six Foundation courses:

Two full courses (each worth 30 credits):

Management and the modern corporation [BA1010]

Accounting for management [BA1020]

Notes:

- The examination numbers have been appended to the course titles and these numbers should be used when completing examination entry forms.
- Not all courses will necessarily be available in every year.
- Courses marked with an asterisk * have prerequisites; see Appendix B for details.

BSc Business Administration with International Business

Stage 1, Foundation Level (FHEQ Level 4)

Six Foundation courses:

Two full courses (each worth 30 credits):

Management and the modern corporation [BA1010]

Accounting for management [BA1020]

+

Four half courses (each worth 15 credits):

Business analysis and decision making [BA1030]

Business statistics [BA1040]

Business study skills and methods [BA1050]

Management and communication skills [BA1060]

Stage 2, Advanced Level (FHEQ Level 5)

Two compulsory advanced full courses (each worth 30 credits):

Strategic management [BA2070]

Management and communication skills [BA1060] (half course, 15 credits)

This course is concerned with the theory and practice of effective communication within organisations. The main purpose is to improve the communication of potential managers through a variety of practical activities. Tutorial sessions are devoted to such issues as report writing, meetings, interviewing, negotiating and making a presentation, and the development of leadership, team and inter-personal skills.

Assessment: one two-hour unseen written examination.

Stage 2: Advanced level courses (FHEQ Level 5)

Strategic management [BA2070] (full course, 30 credits)

Strategic management is concerned with the processes by which management plans and co-ordinates the use of a firm's resources with the goal of a profit. It is a discipline that involves the use of a firm's resources with the goal of a profit. It is a discipline that involves the use of a firm's resources with the goal of a profit. It is a discipline that involves the use of a firm's resources with the goal of a profit.

Management information systems [BA2110] (full course, 30 credits)

This course is concerned with one of the most rapidly developing fields of management. The management and development of information systems has emerged as one of the most important functional specialisms in the modern business. This course introduces students to strategic issues in information systems; the techniques, tools and methodologies of the analysis and design process; and the broad field of information resource management.

Assessment: one three-hour unseen written examination.

Management accounting [BA2120] (full course, 30 credits)

Prerequisite: Accounting for Management

The course regards managerial accounting as part of the overall information and decision support system of the organisation. It adopts the view that managers, in their decision making, must understand when managerial accounting information is needed, what techniques are available to provide that information and which benefits will accrue. It views managerial accounting as a context for dialogue among the functional areas of business accounting, marketing and operations.

Assessment: one three-hour unseen written examination.

Stage 3: Specialist level courses (FHEQ Level 6)

Modern business in comparative perspective [BA3130] (full course, 30 credits)

Prerequisite: Strategic management

Through the explicit use of comparative techniques, this course explores the origins of national economic success and failure. It looks, therefore, at the competitiveness and organizational capabilities of each comparator country's companies and asks which national factors encourage commercial success. Particular attention is paid to the G7 countries and East Asia. The meaning and impact of economic growth and the global economy are key themes, as are the influence of governments and national cultures on business performance studies.

Assessment: one three-hour unseen written examination.

Marketing research [BA3150] (half course, 15 credits)

Prerequisite: Marketing management

Marketing research provides students with the concepts and analytical skills to critically evaluate differing research approaches in the context of academic or practitioner research scenarios. Topics include the role and evolution of research in marketing management theory; the marketing research process; research design; qualitative and quantitative data gathering approaches; issues in data analysis; and 'new model' cultural marketing research.

Assessment: one two-hour unseen written examination.

Advertising and the promotion in brand marketing [BA3165] (full course, 30 credits)

(Previously known as The marketing industry and modern society)

Prerequisite: Strategic management

This course gives students a critical understanding of the marketing media industry and its structure. The course articulates the changing nature of the relationship the media industry has with its clients

in profit and non-profit sector(s). Advertising and the promotion in brand marketing will allow students to analyse the strategic motivations of profit and non-profit organisations and how marketing media support these strategic objectives. The course aids students in analysing, explaining and communicating effectively how the connections between the various actors in the industry can be used to understand the variable and changing relationship between marketing media, client relations and the products and services provided to consumers and households.

Assessment: one three-hour unseen written examination.

Consumer behaviour [BA3170]
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dealing with various kinds of individual and group problems within the work setting, and present a reflective understanding of this body of knowledge in written and spoken forms.

Assessment: one two-hour unseen written examination.

European business [BA3210] (half course, 15 credits)

Prerequisite: Strategic management

This course examines the management and organisation of business enterprise in Europe. It is concerned with the competitiveness, and with the contextual elements which enhance European competitiveness and those which might impede it. Its primary focus is the European Union (EU), but consideration is also given to the EU's relationships with other nations, and in particular the emergent market economies of Eastern Europe.

Assessment: one two-hour unseen written examination.

Multinational enterprise [BA3220] (half course, 15 credits)

Prerequisite: Strategic management

According to United Nations figures, international investments by multinational enterprises (MNEs) have now displaced trade as the most important mechanism for global economic integration. This course provides an overview of the development and contemporary vicissitudes of these key players on the international economic stage: their geographical dispersal, organisation, management and relations with governments and inter-governmental agencies.

Assessment: one two-hour unseen written examination.

Accounting for strategy [BA3230] (full course, 30 credits)

Prerequisite: Accounting for management and Strategic management

This course provides students with a critical understanding of the variable relation between product markets, internal organisation cost structures and capital market expectations and their impact on strategy formulation. Students will be able to deconstruct the return on capital employed and gain an appreciation of how accounting numbers reflect complex market, organisational and institutional relations. The course also seeks to demonstrate that the outcomes of strategy, whilst shaped by accounting calculation, are often subject to vagaries that limit management control. After following this course students will be able to apply interpretative and analytical skills to explain the performance of companies and will be able to employ analysis and numbers to construct well-argued presentations and reports.

Assessment: one three-hour unseen written examination.

Innovation management [BA3250] (full course, 30 credits)

Prerequisite: Strategic management

This course utilises a multidisciplinary approach and draws on insights from three main subject areas: economics, production operations and strategic management. The student will consider the environmental context of technological change. Students analyse the development, introduction and exploitation of new products and processes at the firm level and consider mechanisms for the management of change. Students will improve cognitive skills and consider the need for effective problem solving, effective communication, numerical and quantitative skills. Students learn effective use of CIT, effective self-management, learning to learn, self-awareness and research skills.

Assessment: one three-hour unseen written examination.

Appendix C – Accreditation of prior learning (APL)

Appendix C should be read with Section 3 of the [General Regulations](#) and [Section 3](#) of these Programme Regulations.

We will consider granting credit for the equivalent of up to four full foundation courses (120 credits at Stage 1, FHEQ Level 4) on the basis of study that has previously been completed.

Please refer to the Recognition and Accreditation of Prior Learning on [the website](#), for a list of qualifications which will allow you to apply for automatic APL. No fee is charged by us to consider automatic APL. If you have other qualifications, not listed on [the website](#), you can apply for discretionary APL. We will consider the course outline, the level of examination performance and the equivalence of the course to the foundation courses for which APL is sought. If you apply for discretionary APL, you

