







### **Programme redevelopment**

The Business Administration programme has undergone a major redevelopment with the new



## **1 Programme redevelopment and withdrawal**

### **1.1**

It is no longer possible to register for the Business Administration programmes

**3.4**

If you wish to apply for recognition of prior learning on the basis of a qualification that has not yet been awarded, we will consider your application under the rules governing prior learning at the time that the award is made and not at the time the application for recognition of prior learning is submitted.

**4**

### **Penalty for exceeding the word count**

Where online timed assessments are offered as an alternative to written examinations at examination centres and a word limit is given, the following penalty for exceeding the word limit will apply.

#### **4.5**

You should not exceed the word limit by more than 10%. If the word count is between 10% to 20% above the word limit, the assessment will receive a five mark penalty. If the word count exceeds the word limit by more than 20% you will receive a mark of zero for your work.

## **5**











your final average falls 2% or less below one of the classification boundaries given above;  
and

marks from the eq



**Stage 3, Specialist Level (FHEQ Level 6)**

**One compulsory specialist course (worth 30 credits):**

*Modern business in comparative perspective [BA3130]\**

**+**

**The equivalent of three full specialist courses (90 credits) chosen from:**

**Full courses (each worth 30 credits)**

*Advertising and promotion in brand marketing [BA3165]\**

*International human resource management [BA3180]\**

*Accounting for strategy [BA3230]\**

*Innovation management [BA3250]\**

**Half courses (each worth 15 credits)**

*Marketing research [BA3150]\**

*Consumer behaviour [BA3170]\**

## BSc Business Administration with Marketing

### 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 courses (each worth 30 credits):**

*Strategic management [BA2070]*

*Marketing management [BA2080]*

+

**Two full courses (each worth 30 credits) from:**

*Human resource management [BA2090]*

*Production and operations management [BA2100]*

*Management information systems [BA2110]*

*Management accounting [BA2120]\**







**Stage 3, Specialist Level (FHEQ Level 6)**

**One full compulsory course (worth 30 credits):**

*Modern business in comparative perspective [BA3130]\**

**+**

The equivalent of **two full human resource management courses (worth 60 credits):**

*Managing organisational change [BA3190]\* (half course)*

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

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

**+**

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

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

*Accounting for strategy [BA3230]\* (full course)*

*Innovation management [BA3250]\* (full course)*

*Marketing research [BA3150]\* (half course)*

*Consumer behaviour [BA3170]\* (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.





## Appendix B Course Descriptions

### Note

Details of prerequisite courses (which must be attempted before certain advanced or specialist courses may be attempted) are given under the relevant course descriptions.

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### Stage 1: Compulsory foundation level courses (FHEQ Level 4)

#### Management and the modern corporation [BA1010] (full course, 30 credits)

This course serves as an introduction to management. In order to gain an appreciation of the subject and its dimensions, students are introduced to a broad range of topics. There are three major examine the logic and workings of organisation



**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 systems (BA2110) and financial accounting (BA2120) modules.



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

(Previously known as The marketing industry and modern society)

**The individual at work [BA3200] (half course, 15 credits)**

**Prerequisite:** Strategic management

This course develops conceptual and theoretical frameworks for understanding the behaviour of individuals and groups within work organisations. We explore and critically evaluate research in and theories of individual and group behaviour at work, to develop diagnostic and analytical skills for 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 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,

**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.



**Programme Regulations 2022 2023 Business Administration (and pathways) (BSc)  
(Old Regulations)**

	8. Marketing.		
S Institute of Higher Education, Malta	Diploma in Entrepreneurship	<p>Management and the modern Corporation [BA1010] (30 credits)</p> <p>Accounting for Management [BA1020] (30 credits)</p> <p>Business analysis and decision making [BA1030] (15 credits)</p> <p>Business statistics [BA1040] (15 credits)</p> <p>Business study skills and methods [BA1050] (15 credits)</p>	

## Appendix D Assessment Criteria

The criteria used to grade assessments are as follows:

### **70% + First**

#### **Exceptionally good work**

Distinguished variously by strong argument, independent thought, original insights, sound judgment, awareness of complexity, identification of key issues, understanding of debates, good use of information and successful application of theory.

### **60 69% Upper Second**

#### **Good work**

Distinguished variously by understanding of issues and debates, ability to mediate, application of theory, useful information, reasoned argument, critical thought, good judgment.

### **50 59% Lower Second**

#### **Competent work**

Distinguished variously by balanced argument, fair use of information, understanding of concepts but lacking in analytical precision, full awareness of complexity, key issues and debates.

### **40 49% Third**

#### **Modest work**

Distinguished variously by making an argument, addressing the topic, applying relevant information but lacking in logical consistency, theoretical and conceptual awareness, completeness and awareness of complexity, key issues and debates.

### **Below 40% Fail**

#### **Unacceptably poor work**

Distinguished variously by inadequate argument, failure to address the topic, missing vital information, lack of direction, sensitivity and understanding.