
Important information regarding the Programme Regulations

About this document

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As a student registered with the University of London, you are governed by the current General Regulations and Programme Regulations associated with your program3 Tm040 248.ions and Progr (t)51d()3(n

You can achieve a PGCert Business Administration in the following named specialist areas:

Accountancy

Entrepreneurship and Innovation

Finance

Health

Law

Leadership

1.7

The maximum number of modules you can register for at a time is six 15-credit modules or four 15-credit modules and the 30-credit project.

Over a 22-week session, a 15-credit module will typically require five to seven hours of work/effort per week, and a 30-credit module will typically require ten to 15 hours of work/effort

You are strongly advised to take only one module in your first study session and one module in your second session.

1.10

Credit for the stand-alone individual modules will be considered provided that the application for a related qualification is made within three years of the completion of the relevant modules. Neither progression nor credit is automatic.

1.11

The pass mark for an individual module taken on a standalone basis is 50%.

1.12

The maximum number of attempts permitted for any stand-alone individual module is two.

2 Registration

Effective date of registration

2.1

Your effective date of registration will be either:

- 1 January, if you first register before the December registration deadline,
- 1 April, if you first register before the March registration deadline,
- 1 July, if you first register before the June registration deadline,
- 1 October, if you first register before the September registration deadline.

Date of first examinations

2.2

If your effective date of registration is:

- 1 January, you will take your first examination(s) in June of the same year unless you defer,
- 1 April, you will take your first examination(s) in August/September of the same year unless you defer,
- 1 July, you will take your first examination(s) in December of the same year unless you defer,
- 1 October, you will take your first examination(s) in February/March of the following year unless you defer.

Period of registration

The minimum and maximum periods of registration to complete the programme are given in the [Programme Specification](#).

2.3

If you progress from the PGCert or PGDip to the PGDip or MBA respectively, your maximum period of registration will continue to be counted from your effective date of registration for the PGCert or PGDip.



4.4

Written examinations take place in June, August/September, December and February/March at the end of the 22-week study sessions, with retakes at the next permissible session.

4.5

For the Strategic Project, if you submit a Research Proposal which is otherwise adequate but requires minor amendment, the examiners may require you to make any amendments necessary and to resubmit the Research Proposal within a prescribed period as specified by the examiners. This would still be considered part of the same attempt. If the Research Proposal is failed completely, you will be required to submit a re-written Research Proposal in a subsequent study session. This would be considered your second and final attempt at the element.

Deferring an assessment

The deadline(s) and process for deferring a written examination are given in the Virtual Learning Environment. If you defer taking a written examination you have to pay a module continuation fee when you register for the session in which you wish to take the examination. You do not have to register for the deferred module in its next available session; there are four sessions each year and you have five years to complete your studies.

4.6

You can defer taking the written examination element of a module if you notify us by the deadline via the *defer exams* button on the *my study* page in the [student portal](#). You may only defer once per module.

deducted. If the word count exceeds the maximum word limit by more than 20%, you will receive a mark of zero for your work.

The content within the main body of text comprises the overall word count, including in-text



The PGDip and the PGCert will **not** be awarded automatically as an intermediate qualification, unless as an exit qualification.

5.15

If you do not request the PGDip or the PGCert as an intermediate qualification at, or prior to, your final examination entry for the programme you have registered for, you will **not** be awarded these qualifications at a later date, unless as an exit qualification.

Exit qualifications

5.16

If you have exhausted your permitted number of attempts at module(s) and are unable to complete the MBA or PGDip, you may be considered for an exit qualification of a PGDip or a PGCert (respectively). In such circumstances, you will need to have achieved the credit required for a PGCert (60 credits) or PGDip (120 credits).

5.17

The exit qualification of PGDip or PGCert will be with effect from the year in which you satisfied the requirements for that award. Your registration will cease once the exit qualification has been granted.

Appendix A Syllabuses

Marketing for Managers [BAM030]

The marketing function is of utmost importance for the survival and long-term viability of the contemporary business organisation. Marketing concentrates on concepts such as shaping consumer behaviour, conducting primary and secondary research, developing and implementing efficient marketing strategies, and serving and satisfying customers, in both domestic and international contexts. Participants who study this module familiarise themselves with the core marketing functions that assist them in decision-making and enhanced outcomes in the marketplace.

The objective of the module is to provide participants with an understanding of the marketing function. The module assumes no previous knowledge or experience in marketing and assists participants in building relevant knowledge through real-time cases, application of theories to the marketplace, and in-class activities. Upon completion, participants will possess an in-depth knowledge of the main functions associated with marketing, and in particular, will be able to define marketing identify the various steps of the marketing process, explaining the importance of understanding customers and the marketplace, and identifying the steps of developing a marketing plan and successfully implementing a marketing strategy.

Assessment: one two-hour written examination (50%) and coursework (50%).

Organisational Behaviour and Human Resource Management [BAM040]

This module provides an understanding of key theoretical and practical issues relating to organisational behavior and human resource management. Human resource knowledge from this module can be applied to different external contexts impinging upon organisations around the globe, yet managers need to adapt their internal organisational behaviours to deal with them. The modul and

Advanced Management Accounting [BAM205]

(You are advised to have commenced study of Accounting for Managers before commencing study of this module).

This module provides insights into advanced aspects of planning, decision-making, performance evaluation and control. It considers a range of strategic management accounting techniques and critically examines the impact of behavioral and social issues in the use and implementation of management accounting techniques. This module will help to encourage critical, analytical thinking concerning the interplay between accounting and management. The main aim of the module is to provide a theoretically informed advanced understanding of management accounting information and techniques in the context of both day-to-day and strategic management. The module introduces students to the evolving nature of contemporary management accounting practices, and identifies and examines changes in management accounting practice within the context of technological, organisational and broader social and economic change.

Assessment: one two-hour written examination (50%) and coursework



Venture Capital and Entrepreneurship [BAM315]

economy. Companies famous for receiving venture capital or business angel funding, early in their development include Apple, Microsoft, Google and Amazon. From an entrepreneurial perspective, venture capital is a significant source of investment for innovative entrepreneurs with attractive growth prospects, including start-ups in the information technology, life sciences and advanced engineering sectors. Therefore, it is essential that entrepreneurs and business managers understand strategies, tools and techniques in securing venture capital finance. One topic of the module explores globalisation of the venture capital industry (e.g. China, the Middle East, India).

This module is intended for those interested in how funding is obtained from venture capital firms by entrepreneurs, and also how those working within the industry make and manage investments. It sits alongside the *Entrepreneurial Finance and Private Equity* module which takes a broad look at the production and analysis of company financial information for entrepreneurs, and the range of debt and equity financing methods available.

The module provides a detailed understanding of the operation of the venture capital industry by

detail at the growth of the venture capital industry and its role in the economy, how venture capital firms operate, and what entrepreneurs need to know when seeking investment. The module provides a deep knowledge of the investment process including the decision-making process with respect to screening and selecting of business proposals, negotiating and structuring the deal, and following up on investments and exiting.

Assessment: one two-hour written examination (50%) and coursework (50%).

Optional Modules - Finance

International Corporate Finance for Managers [BAM400]

This module introduces students to corporate finance: how firms fund themselves, how they choose between different types of finance and how these choices influence investment decisions. This is the only finance module that looks at finance from the perspective of the firm rather than the investor. It is a key module for those planning to work in the finance area of a firm or for those who wish to understand the relationship between firms and financial markets.

The module introduces learners to investment appraisal and net present value, whilst giving them an elementary guide to corporate valuation – how a firm can be valued. It shows students how firms

elements of international trade. The module analyses the role of key international institutions such as the IMF.

Assessment: one two-hour written examination (50%) and coursework (50%).

Portfolio Management [BAM410]

This module focuses on investment decision-making and improved portfolio management from an applied perspective. The module introduces state-of-the-art methodologies which are used by professional portfolio managers. It develops skills based on modeling of asset price procedures and empirical research findings. It also takes a wider view considering a variety of issues concerning portfolio managers.

By the end of this module the student should be able to: understand major portfolio management and risk concepts, construct advanced portfolios, apply portfolio management concepts and techniques to their specific business problems, resolve critically general problems in selecting investments in a global market, formulate critically asset allocation models and decisions, and use different asset pricing models in portfolio construction.

Assessment: one two-hour written examination (50%) and coursework (50%).

Risk Management and Decision Making [BAM415]

The module takes an applied perspective, concentrating on decision-making in risky environments, which is of paramount importance to the finance industry. Apart from identification of risk sources, the module offers a detailed analysis of tools and processes designed to manage these risks which are used by the financial industry. The latter is highly sought after in the financial industry.

The module is divided into three main components. The first introduces students to the use of the Value at Risk (VaR) approach in risk management and decision-making. The approach is then used to assess and measure the different forms of risk faced by financial institutions, including market risk, credit risk and operational risk. The module provides a complete discussion of the calculation of VaR, its underlying assumptions and illustrates its use with practical examples drawn from actual case studies. The second component of the module relates to the management of the risk portfolio

This module seeks to equip students with the knowledge, skills and understanding to apply the principles of risk management and governance effectively in all types of healthcare organisation, and, more broadly, across entire health systems.

Assessment: one two-

relevant committees up to the Walker Report, 2009. Finally, the last part of the module deals with several scenarios in which the adoption of unethical corporate governance approaches led to the infringement of fundamental rights and produced adverse effects in the corporate world and broader society (e.g. the Kreuger and Toll Scandal, the collapse of Enron, the financial crisis). As a result, the module establishes essential links with other relevant modules in several areas (e.g. corporate management, corporate finance).

The module aims to inform and educate students on the systems by which companies are or should be directed and controlled. At the end of the module, students have an enhanced knowledge of core corporate governance issues as well as the various theories that seek to explain the position of, and relationship between, the company and its members, managers and other stakeholders.

Assessment: one two-hour written examination (50%) and coursework (50%).

International Finance Law: Transactions, Policy and Regulation [BAM510]

This module provides

international investment agreements to maximise the development impact of foreign direct investment and aid effectiveness.

The module is particularly attractive to students interested in career paths in international financial institutions, development organisations, consulting firms, government bodies, law firms, commercial banks and NGOs concerned with development finance. It provides students with the intellectual tools to analyse contemporary legal issues on financing development both from a theoretical and

Leadership, Transformation and Organisational Change [BAM610]

The module presents three distinct but strongly interrelated topics. Leadership is an important concept that has dominated organisational

Appendix B Assessment Criteria

This is an indicative description of expectations at each grade level. Overall grades comprise qualitative and quantitative elements. The setting of questions, tasks and requirements and the accompanying marking scheme should take account of the criteria below.

Distinction (80+%)

An answer falling into the mark range 80+% demonstrates:

- very significant ability to evaluate critically existing methodologies and suggest new approaches to current research or professional practice;
- very high levels of creativity, originality and independence of thought;
- very significant ability to plan, organise and execute independently a research project, coursework assignment or examination question;
- very significant ability to evaluate literature and theory critically and make informed judgements;
- very significant ability to analyse data critically;
- outstanding levels of accuracy, technical competence, organisation and expression.

Distinction (70 to 79%)

An answer falling into the mark range 70-79% demonstrates:

- a capacity to develop a sophisticated and intelligent argument;
- clear evidence of wide and relevant reading, referencing and an engagement with the conceptual issues;
- original thinking and a willingness to take risks;
- a significant ability to plan, organise and execute independently a research project, coursework assignment or examination question;
- rigorous use and a sophisticated understanding of relevant source materials, balancing appropriately between factual detail and key theoretical issues. Materials are evaluated directly and their assumptions and arguments challenged and/or appraised;

an ability to analyse data critically;

clear evidence of planning and appropriate choice of sources and methodology with correct referencing.

Pass (50 to 59%)

An answer falling into the mark range 50 to 59% demonstrates:

a reasonable understanding of the major factual and/or theoretical issues involved;

evidence of some knowledge of the literature with correct referencing;

examples of a clear train of thought or argument;

an ability to plan, organise and independently execute a research project, coursework assignment or examination question;

how to introduce and appropriately conclude a text.

Fail (40 to 49%)

Fails to meet the minimum requirements of the assessment criteria. An answer falling into the mark range 40 to 49% demonstrates:

some awareness and understanding of the literature and of factual or theoretical issues, but with little development and/or irrelevant/unrelated material or arguments are included;

a limited ability to present a clear and coherent argument;

a limited ability to plan, organise and execute a research project, coursework assignment or examination question;

a limited ability to analyse data;

incomplete referencing.

Fail (20 to 39%)

Fails to meet the minimum requirements of the assessment criteria. An answer falling into the mark range 20 to 39% demonstrates:

clear conceptual or factual errors or misunderstandings;

only fragmentary evidence of critical thought or data analysis;

very limited ability to plan, organise and execute a research project, coursework assignment or examination question;

fails to develop a coherent argument that relates to the research project or assignment or fails to answer the question or to develop an argument that relates to the question set;

a lack of engagement with the relevant literature or demonstrate a knowledge of the key issues;

incomplete referencing.

Fail (0 to 19%)

Fails to meet the minimum requirements of the assessment criteria. An answer falling into the mark range 0 to 19% demonstrates:

little or no knowledge or understanding;

little or no knowledge of the relevant literature;

no demonstrable ability to plan, organise and execute a research project, coursework assignment or examination question;

no evidence of critical thought or data analysis;

short answers and incoherent argument;

major errors in referencing.