Programme Specification
2021–2022

Business Administration with pathways in Human Resource Management, International Business, and Marketing
(Old Regulations)

BSc

Important document – please read

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Alternative assessments during the Coronavirus (COVID-19) outbreak

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The University of London continues to work towards supporting the academic progression of all its students. The University also continues to be mindful of the health and wellbeing of its students during this pandemic, whilst protecting the academic standards of its awards.

Important information regarding the Programme Specification

Last revised 14 January 2021

The Programme Specification gives a broad outline of the structure and content of the programme, the entry level qualifications, as well as the learning outcomes students will achieve as they progress. Some of the information referred to in this Programme Specification is included in more detail on the University of London website. Where this is the case, links to the relevant webpage are included.

Where links to external organisations are provided, the University of London is not responsible for their content and does not recommend nor necessarily agree with opinions expressed and services provided at those sites.

If you have a query about any of the programme information provided, whether here or on the website, registered students should use the *ask a question* tab in the Student Portal; otherwise the *Contact Us* button on each webpage should be used.

Terminology

The following language is specific to the Business Administration programme:

Course: individual units of the programme are called courses. Each course is a self-contained, formally-structured learning experience with a coherent and explicit set of learning outcomes and assessment criteria. Courses on the Business Administration programme are worth 15 or 30 UK credits.

Level: the BSc uses the term Level to describe the stages of the degree. There are three levels to the degree, Stage 1, Stage 2 and Stage 3, and these correspond to FHEQ levels 4, 5 and 6. The respective courses in these levels are called Foundation, Advanced and Specialist Level courses.

Programme redevelopment

The Business Administration programme has undergone a major redevelopment with the new version of the programme launching in September 2019. As a student registered on the current programme, you have the option to transfer to the new programme (subject to meeting the transfer criteria) or to continue your study of the current programme under the 'Old Regulations'. If you transfer, the Programme Regulations relating to your study will be the 'New Regulations'. See the Old Regulations for more information. 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. Students transferring from the 'Old Regulations' to the 'New Regulations' who are independent learners are excluded from this requirement.

Key revisions made

Programme Specifications are revised annually. Royal Holloway, as part of its annual review, confirms the programme structure and the educational aims and learning outcomes, and advises on any development in student support.

Where changes have been made which may impact on continuing students, these are listed below. For all new students, the programme and general information provided in this document is correct and accurate and will be applicable for the current year.

Significant changes made to the Programme Specification 2021–2022

This specification document will now be referred to as the 'Old Regulations' version to differentiate from the redeveloped version of the programme whose specification is referred to as the 'New Regulations' version.

There are no significant changes to the Business Administration (Old Regulations) Programme Specification for 2021–2022.

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Programme title and qualifications

Undergraduate degrees of the University of London are awarded with Honours. The award certificate will indicate the level of the academic performance (Honours) achieved by classifying the award. The classification of the degree will be based on the ratified marks from the completed assessments.

The standard classification system for Bachelor's degrees with Honours is:

First-Class; Upper Second-Class; Lower Second-Class; Third-Class.

A Pass Degree or Ordinary Degree is a degree without Honours.

Specific rules for the classification of awards are given in the Programme Regulations, under Scheme of Award.

Programme title

Business Administration

Qualifications

Bachelor of Science Honours degree in Business Administration

Bachelor of Science Honours degree in Business Administration with Human Resource Management

Bachelor of Science Honours degree in Business Administration with International Business

Bachelor of Science Honours degree in Business Administration with Marketing

Exit qualifications

The exit qualifications for these programmes are:

- Diploma of Higher Education in Business Administration
- Certificate of Higher Education in Business Administration

An exit qualification is an intermediate qualification for which the student has not registered at the outset but which may be awarded on completion of specific courses (or credit accumulated), if the student leaves the programme.

Exit qualifications are awarded at the discretion of the Board of Examiners and once a student has accepted an exit qualification they will not normally be permitted to continue their study of the same qualification with the University of London.

Individual courses

There is no provision for individual courses of the programme to be studied on a stand-alone basis.

Qualification titles may be abbreviated as follows:

Bachelor of Science – BSc

Diploma of Higher Education – DipHE

Certificate of Higher Education – CertHE

Level of the programmes

> The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (FHEQ) forms part of the UK Quality Code for Higher Education of the Quality Assurance Agency for Higher Education (QAA).

The qualifications are placed at the following Levels of the FHEQ:

BSc: Level 6

DipHE (exit qualification): Level 5

CertHE (exit qualification): Level 4

Relevant QAA subject benchmark group

> See the QAA website for information:

The latest QAA subject benchmark statement for bachelor's degrees with honours in business and management was published in November 2019.

Awarding body

University of London

Registering body

University of London

Academic direction

Royal Holloway, University of London

Accreditation by professional or statutory body

Not applicable

Language of study and assessment

English

Mode of study

Distance learning and flexible study

Programme structures

BSc degrees

The BSc Business Administration consists of the equivalent of 12 full courses:

- Level 1 Foundation (FHEQ Level 4): the equivalent of four full Foundation courses.

- Level 2 Advanced (FHEQ Level 5): four full Advanced courses.

- Level 3 Specialist (FHEQ Level 6): the equivalent of four full Specialist courses.

There are four pathways to the BSc degree: a general pathway and three specialist pathways in Human Resource Management, International Business and Marketing.

A student who successfully completes the general pathway will be awarded the BSc Business Administration. A student who successfully completes a specialist pathway will have the name of the pathway reflected in the title of the award.

Certificate and Diploma of Higher Education

These are awarded as exit qualifications at the University's discretion.

The DipHE Business Administration consists of the equivalent of seven full courses. The CertHE Business Administration consists of the equivalent of four full courses.

Full details of the Scheme of Award are included in the Programme Regulations.

Maximum and minimum periods of registration

The maximum and minimum period of registration, from a student's effective date of registration, are:

	Minimum	**Maximum**
BSc Business Administration	Three years*	Eight years

* This period may vary if recognition of prior learning is permitted.

Study materials are made available after registration and on payment of the applicable fee.

Credit value of courses

Further information about the credit systems used by universities in the UK and Europe is provided by the Quality Assurance Agency and the European Credit Transfer and Accumulation System.

Where credits are assigned to each course of a programme, credit indicates the amount of learning carried out in terms of the notional number of study hours needed, and the specified FHEQ credit level indicates the depth, complexity and intellectual demand of learning involved. The UK credits and the European Credit Transfer and Accumulation System (ECTS) values for Business Administration are as follows:

- Full courses – 30 UK credits or 15 ECTS credits at each level of the degree

- Half courses – 15 UK credits or 7.5 ECTS credits at each level of the degree.

One UK credit equates to a notional ten hours or study.

Recognition of prior learning

Recognition of prior learning is a generic term for the process by which we recognise and, where appropriate, award credit for learning that has taken place at the University of London or elsewhere, before entry onto a programme of study.

> Where the prior learning covered a similar syllabus to a module/course on the University of London programme, credit will be awarded as if you took the University of London module/course.
>
> See the General Regulations (Section 3) and Programme Regulations (Section 3) for more rules relating to prior learning.

For this programme the University of London may recognise your prior learning and grant you credit towards the qualification.

Entrance requirements

Applicants must submit an application in line with the procedures and deadlines set out on the website.

All entrance requirements are set out in detail on the relevant programme page under the Requirements tab.

> We consider qualifications from around the world. Details are available here and in the Qualifications for Entrance schedule

General entrance requirements for Undergraduate Degrees

Age:

Applicants must normally be at least 17 years of age on or before the registration deadline.

Qualifications:

Applicants must have passed qualifications that satisfy category G in the Qualifications for Entrance schedule.

Programme-specific entrance requirements

There is a limit to the number of students who can register each year. If there are no further places in any one year, successful applicants will be made an offer of registration for the following year.

English language requirements

All applicants must satisfy the English language requirements for the programme. Details of the required standard of English are given on the Business Administration web pages.

Additional information on English language proficiency tests are given on the website.

Where an applicant does not meet the prescribed English language proficiency requirements but believes that they can demonstrate the requisite proficiency for admission the University may, at its discretion, consider the application.

Internet access and computer specification

Students will require regular access to a computer with an internet connection to use the University of London's online resources and systems. A webcam may be required in the event that online timed assessments (if offered) are proctored, and in such a case it is a student's responsibility to ensure that they have a webcam.

The computer should have at least the following minimum specification:

- a web browser with Cookies and JavaScript enabled (a latest version of Firefox or Chrome is recommended);
- a good internet connection;

And the following applications installed:

- a word processor that accepts Microsoft Word formats (.doc and .docx);
- a PDF reader (for example, Adobe).

Students with access requirements

The University of London welcomes applications from disabled students and/or those who have specific access requirements. The University will make every effort to provide reasonable adjustments to enable those with a disability, learning difficulty or access requirements to have the same opportunity as all other students to successfully complete their studies.

The University is committed to managing the application procedure and the programme itself to ensure that services are accessible for all students and that an inclusive environment is created. Students with a disability, or others who may need access arrangements to assist in taking examinations, should complete the relevant section of the application form, or contact the Inclusive Practice Manager. A separate room or other arrangements may be considered.

Requests are considered by a University panel, whose purpose is to ensure that students with disabilities and/or specific access requirements are neither advantaged nor disadvantaged by such arrangements when compared with other students. These considerations remain separate from the academic selection processes.

> For further information see the Inclusive Practice Policy.

Sources of funding and scholarships

Information about potential sources of funding and scholarships is updated annually and where available is included in the prospectus web pages.

> For further information see the website.

Educational aims and learning outcomes of the programmes

Learning outcomes of the programmes

The main educational aim of this programme is to offer a challenging, flexible scheme of study invigorated by research, which advances students' ability to develop academic and practical insights into the subject of business administration within an international and comparative context. It is intended that students will be encouraged to develop a broad range of transferable and technical expertise using their initiative and thinking out problems themselves.

Graduates of the programme will have a sound basis for management careers in a wide range of areas from major corporations to small businesses, from environmental non-profit organisations to large property development companies. Successful completion of the BSc may also allow students to progress to postgraduate study in the degree field or a related area. In the Business Administration programme there is a natural progression.

A student who passes the Foundation courses (FHEQ Level 4) will have the essential introduction to a variety of methods, approaches and subjects in management. The Advanced courses build on the foundations and provide opportunity to develop a more detailed understanding. Specialist courses introduce the student to the international aspect of modern business and to the comparative perspective of modern business. Students will develop a greater understanding and a sophistication of thinking as they work through the levels from Foundation (FHEQ Level 4) to Specialist (FHEQ Level 6) courses.

Subject-specific knowledge and understanding

The programmes aim to:

- promote independent critical and evaluative skills, and intellectual curiosity for life-long learning;

- expand knowledge and understanding of the discipline of management, with an emphasis in the historical, political, cultural and international forces that shape the changing environment of modern business;

- foster an awareness of the principal interdisciplinary and comparative perspectives that inform management theory and practice;

- develop an understanding of the way that critical methodologies can be used, in the analysis of management issues, in the current business context;

- promote analytical, creative and imaginative engagement with the theory, research and practice within management and its associated functional areas;

- encourage self-development into professionally organised and interactive individuals by practicing skills of selection, assimilation and communication.

A student will be able to:

- apply, and recognise the limitation of, statistical analysis, economics methods and operations management in business situations;

- have a broad perspective of the major elements of the management of organisations in terms of accounting, finance, human resources, marketing and information systems;

- understand how organisations set, make and evaluate long term objectives using strategic management;

- understand a range of factors which influence the modern business environment and how these factors interact;

- understand the impact of local, national and international business upon the strategy, behaviour and management of organisations.

Those students studying the BSc Business Administration with Human Resource Management will, in addition, be able to:

- specialise in the field of human resource management.

Those students studying the BSc Business Administration with International Business will, in addition, be able to:

- specialise in the field of international business.

Those students studying the BSc Business Administration with Marketing will, in addition, be able to:

- specialise in the field of marketing.

Intellectual and transferable skills

A student will be able to:

- examine management situations and suggest solutions using appropriate critical thinking problem solving and analytical skills;

- use and evaluate a range of management tools;

- use problem solving skills in a range of situations;

- use fluent and effective communication and discussion skills in a written context;

- have a capacity to handle ideas in rational, critical and evaluative ways;

- use numerical and quantitative skills effectively;

- manage their own learning, including working effectively to deadlines.

Exit qualifications

A student exiting with a CertHE would expect to:

- have the essential introduction to that subject;

- demonstrate an understanding on the concepts and principles related to their area of study; and

- be able to communicate ideas and findings in a reliable and structured way.

A student exiting with a DipHE would additionally expect to:

- develop a greater understanding and a sophistication of thinking as they work through the courses;

- build on their existing knowledge to approach the concepts and principles from a wider context; and

- be at a stage where they will have obtained qualities and skills necessary for employment and further study in the area.

Learning, teaching and assessment strategies

The programme is primarily taught using a Virtual Learning Environment (VLE) called the World Wide Learning Community (WWLC) which is internet based. Subject guides are available online, these introduce each topic in the form of lessons, activities and assignments.

The subject guides include tools to assist students in the development of the skills of information search, comprehension and analysis and in the generation of original and thoughtful assignments. Subject guides are supported by core textbooks which students are supplied with.

Advice and practical information such as study techniques, planning and preparation for assessment is available in the Programme handbook. Students manage their own learning.

All subject guides are provided via the online platform.

The WWLC allows students to complete automated self-text exercises and submit assignments to be marked by tutors who will also provide feedback.

In this programme students will be assessed by timed unseen written examination only. Questions are structured to allow students to demonstrate that they have acquired appropriate knowledge and understanding. The way that students manage data, solve problems, evaluate ideas and the organisational skills they use to structure answers allows the standard of intellectual and transferable skills to be assessed. Assessment criteria for the programme will indicate the level at which these skills have been achieved.

Assessment methods

In line with our current General Regulations, the University may offer students alternative assessments where necessary. This includes holding online timed assessments in place of written examinations, which are usually held at examination centres.

Each full course of the BSc Business Administration will be assessed by one three-hour unseen written examination. Each half course will be examined by one two-hour unseen written examination.

The written examinations take place on one occasion each year, normally commencing in May. These are held at established centres worldwide.

Full details of the dates of all examinations are available on the website.

Student support and guidance

The following summarises the support and guidance available to students:

- Student Portal: for accessing student induction, study skills support, careers and employability resources, student wellbeing advice.

- The Virtual Learning Environment (VLE): This gives access to materials (including lessons, activities and assignments) for each course studied and to a forum for student discussion.

- The VLE also includes a range of additional study resources such as:
    - Online student café and discussion areas which allow students to communicate with each other.
    - Past examination papers and Examiners' commentaries; these provide generic feedback from assessment.

- Student Guide: This provides information which is common to all students and gives information about matters of importance from the start of a student's relationship with the University of London through to their graduation.

- Programme Handbook: This tells students how to access available resources and assessment and examinations procedures.

- Course subject guides for each course studied. These introduce and develop the topics.

- Core textbooks are supplied to students.

- Programme Regulations.

- The Online Library: This provides a range of full-text, multidisciplinary databases where journal articles, book reviews and reports can be found.

- University of London library: Registered students may use the resources located within the Senate House library

- A University of London email account and web area for personal information management.

At an extra cost students may also:

- Attend locally-based teaching centres. Students must make their own arrangements to work with institutions which provide full-time classes, regular part-time classes or occasional revision sessions.

Quality evaluation and enhancement

The University of London delivers the majority of its flexible and distance learning programmes through a collaboration between the University of London Worldwide and member institutions of the University of London. However some of the flexible and distance learning programmes draw solely on academic input from the University of London, and are delivered without academic lead by a member institutions. The policies, partnerships (where applicable) and quality assurance mechanisms applicable for the programmes are defined in the following key documents: The Quality Framework, the Quality Assurance Schedules, Guidelines for Examinations, General Regulations and, for each programme, programme specific regulations.

Awards standards

All University of London qualifications have to align with the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies to assure appropriate standards for each qualification. In addition, every programme that is developed by a member institution of the University of London (or a consortium with representation by more than one member institution) will be developed to the same standard as would be applied within the institution concerned. Proportionate and robust approval procedures, including external scrutiny and student engagement are in place for all programmes. Learning materials are written and all assessments are set and marked by academic staff who are required to apply the University's academic standards.

Review and evaluation mechanisms

Some of the key mechanisms in place to assure the standards of all University of London qualifications and the quality of the student experience, include:

- Annual programme reports: produced for all programmes in order to review and enhance the provision and to plan ahead;
- Independent external examiners: submit reports every year to confirm that a programme has been assessed properly and meets the appropriate academic standards;
- Annual student information statistics: prepared for all systematic reporting within the University of London;

Improvements are made as necessary to ensure that systems remain effective and rigorous.

Student feedback and engagement

The principal channel for collecting feedback from students is the Student Experience Survey. Carried out every two years, this collects feedback from the student body on a range of topics relating to the student lifecycle. The results are analysed externally and then considered in a number of different ways, including by the programme team, principal committees and the senior leadership team. Details of any resulting actions taken are published on the Virtual Learning Environment and the Student Portal.

Additionally, on completion of their programme of study students will be invited to take a survey that seeks to measure what they have gained from their studies.

There are also opportunities for students to get involved in governance. An undergraduate and postgraduate student member is appointed by the University to the majority of committees through an annual appointment round. Some programmes also recruit student members at the programme level. Students are frequently invited to take part in quality review processes such as Periodic Programme Reviews, Programme approval, Thematic Reviews, MOOC review panels and ad hoc focus groups. Opportunities such as these are advertised through social media and on the website. More information can be found on the website.

Students can also apply to join the Student Voice Group, which meets four times a year to consider initiatives for enhancing student experience. Notes from these meetings are published on the Student Portal.

After graduation

Further study

Successful completion of the programme can allow students who wish to go on to take further study in the subject area, at Royal Holloway, University of London or elsewhere.

Graduate employment routes

Graduates of the programmes have a sound basis for management careers in a wide range of areas from major corporations to small businesses, from environmental non-profit organisations to large property development companies.

In recent years, students who have studied this field have entered many different management roles in functions such as human resources, accounting, marketing, production, operations, information technology and strategy. They have joined organisations in sectors as diverse as construction, pharmaceuticals, banking and finance, accountancy and manufacturing.

The Alumni Community

Upon finishing a course of study, graduates automatically become part of the University of London alumni community, a diverse global network of more than one million graduates in over 180 countries, providing lifelong links to the University and to each other.

Alumni are encouraged to keep in touch after they graduate and to become active members of the alumni community; in return they receive a number of benefits and services, including an extensive programme of events and engagement opportunities.

More information is available on the alumni webpage.

Follow the alumni community on social media: Facebook, Instagram, LinkedIn