



UNIVERSITY
OF LONDON

2021

Undergraduate courses in

Business Administration

With academic
direction from:



london.ac.uk/busadmin

World class. Worldwide.

Join the World Class

1 **Quality of learning**

The programmes in this prospectus are developed by academics at Royal Holloway, University of London, ensuring the world-class quality of the degree.

2 **Study without relocating**

Study at a teaching centre near you and gain a prestigious qualification. With no travel, relocation or accommodation costs, studying a University of London programme at a distance is more affordable than coming to London to study on campus.

3 **A mark of excellence**

Gain a prestigious qualification from the University of London, internationally renowned since 1858.

4 **Employability**

Enhance your employability by developing skills such as problem solving, critical thinking and self-discipline, all of which are valued by employers worldwide.

5 **Join the World Class**

Become part of our global network of influential alumni, which includes leaders in industry and Nobel Prize winners.



“In a fast changing environment of worldwide access to higher education, a University of London degree continues to offer a guarantee of quality, value and intellectual rigour.”

Professor Wendy Thomson
Vice-Chancellor,
University of London

Your prestigious University of London qualification

About your qualification

When you graduate with a degree, diploma or certificate from the University of London you will receive two important documents – your Final Diploma (the parchment you receive on graduation) and a Diploma Supplement.

The Final Diploma

- Indicates that you were registered with the University of London and awarded a University of London degree, diploma or certificate.
- Gives the name of Royal Holloway, University of London as the member institution that developed the syllabus and provided assessment.
- Features the University of London crest and the Vice-Chancellor's signature.

The Diploma Supplement

- Describes the nature, level and content of programme you successfully completed.
- Includes the transcript of courses taken, marks achieved and overall classification.
- States the role of Royal Holloway, University of London and the method of study.

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Key dates

Application deadline:

28 September 2021

Registration deadline:

26 October 2021

Programme starts:

November 2021

Gain career enhancing skills



Dr Paul Dudley

Programme Director

I am proud to introduce to you the University of London BSc Business Administration degree programme, developed by Royal Holloway, University of London.

The programme has been specifically designed to provide a platform to develop the essential knowledge and skills required to succeed in today's business environment. In practice, this means that as well as providing the core business administration learning elements, the programme focuses on key skill sets including the ability to analyse and evaluate current issues facing organisations in a global setting.

Successful managers are adept at dealing with complexity within a changing context. To be ready for these challenges, you will require an intellectual understanding that will help you analyse and make a decisive contribution to solving these issues.



The BSc Business Administration degree helps you gain these perspectives. You will be encouraged to think critically and creatively. Studying for the BSc Business Administration degree is a rewarding and demanding experience and one where you will be supported throughout your studies.

Our flexible study options give you the opportunity to study where and when you want. You will have access to the VLE, which includes a purpose-built learning experience designed by leading academics at Royal Holloway, University of London.

The online environment provides all the resources you will need to complete your degree. Integral to the learning are the tutor-facilitated discussions, which run throughout your studies on each course. Once registered, you will receive access to the VLE and you can commence your studies.

We wish you well in your future learning with us and look forward to welcoming you to the graduation ceremony, which is held in London every year.

At a glance

Structure

12 courses made up of four Stage 1, four Stage 2 and four Stage 3 courses

Study period

3–6 years

A choice of pathways

You can choose to follow a general Business Administration pathway or one of three specialist pathways in:

- Human Resource Management
- International Business
- Marketing

Royal Holloway, University of London

Founded in 1886, Royal Holloway is one of the University of London's six largest member institutions and is home to more than 10,000 students. It is one of only a few institutions nationally which is allowed to use the 'Royal' title.

The BSc in Business Administration is led by academics within the School of Business and Management. Now one of Royal Holloway's largest departments, the School gives high priority to original research in international business, and the deep understanding of the

subject that follows is reflected in its teaching of management studies.

All staff members are active researchers, and the publication of their findings in books and journals is a key part of their professional work.

Central to the School's educational method is the study of organisations and practices in various countries at different periods. This comparative perspective is particularly appropriate to the challenges faced by modern business and management education in a rapidly changing environment.

The School is also host to the Centre for Research into Sustainability, which supervises a number of research and publication projects.

A University of London degree

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.



Why study with us?



Features of the degree:

- Recognised internationally, available locally: you will gain an internationally recognised qualification from the University of London that can be studied from anywhere in the world.
- Motivating and engaging online course content provides an immersive interactive experience.
- Opens doors to jobs in prestigious international companies.
- Offers an opportunity to transfer to Royal Holloway for stage 2 or the final stage of studies.*

- Provides a progression route for the University of London's Global MBA degree.
- * Transfer to stage 2 is subject to a grade average of 70 per cent or greater for stage 1; transfer for the final stage of studies is subject to a grade average of 60 per cent or greater across the first two stages of study. For both transfer options, you will also need satisfactory references and a personal statement, alongside agreement by the Director of Undergraduate Education and the Programme Director of the BSc Business Administration Programme at Royal Holloway.

Transfer

If you are registered for one pathway and realise that another would be better suited to you, then you may be able to transfer. Full information and instructions on how to transfer between pathways are given in the Programme Regulations.

Developing expertise

Our programmes will enhance your career, by helping you to understand and apply the core subjects of management and business in an international context. This qualification is for you if you want to:

- obtain a degree of international standing
- gain a systematic understanding of management-related problems, and conceptual tools for analysing and evaluating management issues
- understand more about the historical, political, cultural and institutional forces shaping modern business
- engage with case material in a stimulating learning environment
- gain the skills and competencies necessary for the development of your creative and decision-making capabilities
- receive excellent preparation for careers in business and management.

Tailored specialisation

In addition to studying compulsory courses, a choice of specialist pathways will help you tailor the degree in line with your future career aspirations.

A flexible approach to learning

Distance learning allows you to study closer to home, at a competitive rate. The flexibility lets you plan your studies to fit around your home and work commitments.



Study support

The BSc Business Administration is studied with additional educational support via a Recognised Teaching Centre, local to you (see page 10). You will also receive supporting online resources through the VLE including e-texts and e-journals (see 'How do I study' on pages 10–11).

Grow your network

You will join a worldwide community of students online. The discussion forums and student café provide a vital link to your peers and an opportunity to discuss relevant topics.



Jemmila Payet

BSc Business Administration
with Marketing, Seychelles

'Specialising in marketing gave me an opportunity to excel in my area of interest. The course and its challenges gave me an insight into how business works around the world.'

I learned how to manage resources and how to go about starting my own business in the future. Also, to be independent in almost everything helped my confidence to grow.'

How do I study?

Recognised Teaching Centres

To study the BSc Business Administration you must register at an approved teaching centre that supports this programme. So that you can rely on the standards of the teaching, support and administration that you will receive, we have created a network of institutions that offer study support to University of London students within our Institutions Policy Framework. These institutions are known as Recognised Teaching Centres.

We cannot advise you on which teaching centre is best for you; ultimately, you must choose one that meets your own needs. For details about Recognised Teaching Centres please visit: bit.ly/recognised-centres

Time allocation

As a rough guide, if you wish to complete the degree in three years, you should expect to study for at least 25 hours per week. You should allow at least 300 hours for each course.

Assessment

The format and mode of assessment for this programme may change due to events or circumstances beyond our control. Students will be informed of their assessment arrangements via their Virtual Learning Environment (VLE), once confirmed. For the latest information on examinations, please visit: london.ac.uk/exams

The VLE

The VLE is an essential resource for your studies. The VLE covers the entire syllabus and provides you with the grounding to complete the course and programme successfully. The majority of your interactions with Royal Holloway will be via the VLE and you will need regular internet access to study towards your degree.

Through the VLE you will be able to:

- access your online course materials, which include bite-sized learning activities specifically designed to aid your learning
- access specially selected articles and e-texts to develop your learning
- take part in discussions with your tutor and other students
- receive support for the examinations and coursework
- complete automated self-test exercises and submit assignments
- access the subject guide and Programme handbook. These contain information about examinations, University contacts and important dates
- access the University of London Online Library. The Online Library offers access to a range of learning and information resources, including Business Source Premier and Academic Search Premier via: onlinelibrary.london.ac.uk
- receive notices and other programme related information
- ask questions regarding the administration of the programme.



Anza Shoail

BSc Business Administration,
Pakistan

‘The curriculum integrates real-world expertise and the practical skills give students a competitive edge, which perfectly suits my needs. The lectures and tutorials are interesting and academically stimulating.

I would recommend this programme to anyone who wants a degree that will not only meet international standards, but also involves a high level of student satisfaction.’

Certificate of Higher Education in Business Administration

A gateway to degree study

The Certificate of Higher Education (CertHE) in Business Administration is a qualification in its own right, which also provides an entry route to degree-level study. It is ideal if you are ready to study for a degree but do not have the qualifications usually required for entry.

This qualification must be studied at an approved Recognised Teaching Centre; for more information please visit: bit.ly/recognised-centres

The CertHE provides a foundation for advanced and independent study through establishing a common platform of essential knowledge and skills.

Through study of the CertHE, you will gain an understanding of the discipline of management, with emphasis on historical, political, cultural, ethical and institutional forces shaping modern business. You will also develop the ability to evaluate theory, research and practice within management, and gain valuable skills in information technology, numeracy and research.



Entrance requirements

To be eligible to register for the CertHE you must:

- be aged 17 or above by the date of registration
- hold either one GCE A level (grade A–E) plus four GCSE/O levels or equivalents (grades A–C) **or** six GCSE/O levels or equivalents (grades A–C)

- have a confirmed place to study at an approved Recognised Teaching Centre* for the programme.

* Each Recognised Teaching Centre will have its own admissions criteria. Please contact your chosen Centre directly for these requirements.

Pathways through the degree

Stages	General	Marketing		
Stage 1 (four courses)	Foundations of quantitative methods for sustainable organisations	Foundations of quantitative methods for sustainable organisations		
	Interpreting management, market and consumption	Interpreting management, market and consumption		
	Information systems and organisation studies	Information systems and organisation studies		
	International business and accounting	International business and accounting		
Stage 2 (four courses)	Three compulsory Stage 2 courses:		Four compulsory Stage 2 courses:	
	Employability and human resource management*		Employability and human resource management*	
	Strategic management and accounting*		Strategic management and accounting*	
	Operations management and marketing strategy*		Operations management and marketing strategy*	
	Marketing research and digital marketing*		Marketing research and digital marketing*	
	PLUS one optional Stage 2 course from:			
	Managing organisation change and performance*			
	Marketing research and digital marketing*			
The global economy and multinational enterprise*				
Stage 3 (four courses)	One compulsory Stage 3 course		Three compulsory Stage 3 courses:	
	Integrating management: business, leadership and innovation*		Integrating management: business, leadership and innovation*	
	PLUS three optional Stage 3 courses from:		Consumer behaviour and global marketing*	
	Consumer behaviour and global marketing*		Brands, branding and advertising*	
	Brands, branding and advertising*		PLUS one optional Stage 3 course from:	
	International human resource management*		International human resource management*	
	The individual at work and globalisation*		The individual at work and globalisation*	
	Emerging markets and Asia Pacific business*		Emerging markets and Asia Pacific business*	
	European business and international competition*		European business and international competition*	

*Some courses have prerequisites. These will be listed in the Programme Regulations.

For more information on course outlines please visit: london.ac.uk/busadmin

Stages	Human Resource Management	International Business
Stage 1 (four courses)	Four compulsory Stage 1 courses:	Four compulsory Stage 1 courses:
	Foundations of quantitative methods for sustainable organisations	Foundations of quantitative methods for sustainable organisations
	Interpreting management, market and consumption	Interpreting management, market and consumption
	Information systems and organisation studies	Information systems and organisation studies
	International business and accounting	International business and accounting
Stage 2 (four courses)	Four compulsory Stage 2 courses:	Four compulsory Stage 2 courses:
	Employability and human resource management*	Employability and human resource management*
	Strategic management and accounting*	Strategic management and accounting*
	Operations management and marketing strategy*	Operations management and marketing strategy*
	Managing organisational change and performance*	The global economy and multinational enterprise*
Stage 3 (four courses)	Three compulsory Stage 3 courses:	Three compulsory Stage 3 courses:
	Integrating management: business, leadership and innovation*	Integrating management: business, leadership and innovation*
	International human resource management*	Emerging markets and Asia Pacific business*
	The individual at work and globalisation*	European business and international competition*
	PLUS one optional Stage 3 course from:	PLUS one optional Stage 3 course from:
	Consumer behaviour and global marketing*	Consumer behaviour and global marketing*
	Brands, branding and advertising*	Brands, branding and advertising*
	Emerging markets and Asia Pacific business*	International human resource management*
	European business and international competition*	The individual at work and globalisation*

*Some courses have prerequisites. These will be listed in the Programme Regulations.

For more information on course outlines please visit: london.ac.uk/busadmin

Recognition of prior learning (RPL)

What is recognition of prior learning?

Other institutions may use the terms 'credit transfer' or 'advanced standing'; we use the term 'recognition of prior learning' (RPL). This is where we accept a previous qualification as meeting the learning outcomes for a course offered on your programme, so you don't need to take it as part of your qualification. We will award you credit as if you had taken the course concerned. This is known as 'accreditation of prior learning' (APL).

This reduces the number of modules (and the length of time) required to complete your degree. Your prior learning will count towards the total number of courses you have to take to complete the degree or diploma.

For example, if we decide through your prior learning you have met the learning outcomes of one course, you will have to take only 11 more courses to complete the degree (as opposed to the normal 12 courses); if your prior learning shows that you have met the learning outcomes of two courses, you will have to take only 10 courses, and so on.

We will consider awarding credit for up to a total of four Stage 1 courses and four Stage 2 courses.

Credit awarded is only valid for a limited period. If you are awarded credit, this period is given on your decision letter. If you do not attempt an examination during this period, you will need to make a further application if you still want your prior learning to count.

Does my prior learning count?

Recognition and accreditation of prior learning will be permitted if you satisfy all of the following criteria:

1. You are eligible to be registered for the degree.

2. You are suitably qualified.

- You must have passed examinations that compare in level, content and standard to the examinations for one or more (to a maximum of four) Stage 1 courses and one or more (to a maximum of four) Stage 2 courses. The learning outcomes from the prior learning should be similar to those for the Stage 1 or 2 course(s) concerned.
- Prior learning resulting in 'O' or 'A' levels, or other similar school-leaving examinations will not be considered.

3. You must normally have studied for your qualification at one institution, and:

- have passed the whole of the qualification(s) on which your application for RPL is based within the five years preceding the application
- have already received the final award for that/those qualification(s). If you have not yet received the award, your application will be considered under the Regulations for RPL that apply at the time that the award is finally made.

How do I apply for RPL?

Formal application must be made for RPL. All requests should be made when applying for admission, using the online application form. If, for any reason, you are unable to do this, you should make your request as soon as possible in writing to the Admissions Office.

Please note that RPL is only available for BSc Business Administration and is not permitted for the CertHE.

Deadline date

We must receive your initial application for RPL no later than: **15 September**.

For some qualifications you may apply for your prior learning to be accredited automatically, for more information on these and RPL, please visit: bit.ly/busadmin-APL

Entrance requirements and application process



BSc degree

To be eligible to register you must:

- normally† be aged 17 or above by the date of registration and meet our General Entrance Requirements **and**
- meet our English language requirements. We may require a test of proficiency in English.
- have a confirmed place to study at an approved Recognised Teaching Centre* for the programme.

† Applications will be considered from applicants who do not meet the normal minimum age requirement for admission. Each application will be considered on an individual basis, and the decision taken at the discretion of the University of London.

*Each Recognised Teaching Centre will have its own admissions criteria. Please contact your chosen Centre directly for these requirements.

Getting started

You must apply online at:
london.ac.uk/courses/search

Please read the 'Guidance Notes for Applications' before you complete your application: **bit.ly/UG-guidance**

Stage 1

Submit your online application form and application fee. Please note the application fee is non-refundable.

Stage 2

Submit your documentary evidence. This can be done online when submitting your application or at a later stage. Please see:
london.ac.uk/applications/how-apply/supplying-evidence

Please do not send original documents.

Stage 3

We will contact you by email with one of the following:

Offer Letter: if you meet our entrance requirements and we have seen all the required documentation then we will send you an Offer Letter.

Request for further information: we might require further documentation/information before we can confirm if you meet our entrance requirements.

We have referred your application to the Admissions Panel: if you do not automatically meet our entrance requirements then we will refer your application to the Admissions Panel for individual consideration.

The Admissions Panel will consider: qualifications that are not published under the Qualifications for Entrance Schedule; incomplete qualifications; and substantial relevant work experience.

If we cannot accept you with your current qualifications and experience then we will advise you on what qualifications you could take in order to meet our entrance requirements in the future.

Stage 4

Complete the online registration. We explain how to do this in the Offer Letter.

Stage 5

Start your studies. Once you register you will be given access to the VLE. We will also send you additional study materials to your correspondence address.

Useful information for applicants

For full details on how to meet our entrance requirements, including further information on our General Entrance Requirements, UK GCSE/ GCE O level equivalents and English language requirements you should visit: london.ac.uk/busadmin

- Submit your application even if you are waiting to sit an examination or to receive examination results. We can begin to process your application without all the evidence, although we will not be able to give you a final decision until all the necessary documentation has been received.
- If you are unsure on whether or not you meet our entrance requirements then we might be able to advise you on this before you submit your online application. However, due to an increase in workload we are unable to provide this advice between 1 September and 30 October of each year. Applications are valid for three years.



Muavia Wajih Uddin

BSc Business Administration,
Pakistan

‘What I value the most is the three-year programme which will allow me to start my career a year earlier compared to other programmes, giving me a competitive edge. I recommend this degree to anyone who wants to gain an international education but is unable to study abroad. This is also a valuable programme for students who want to start their own business and provides an opportunity to gain the skills needed to successfully manage a company.’

Further information



How much will my programme cost?

Fees are payable as you progress rather than as a single lump sum. They are subject to annual revision and typically may be increased by up to five per cent per annum. The total fee payable to the University of London for 2021–2022 will be published on our website once confirmed; please visit: london.ac.uk/fees

Please note: student fees shown on our website are net of any local VAT, Goods and Services Tax (GST) or any other sales tax payable by the student in their country of residence. Where the University is required to add VAT, GST or any other sales tax at the local statutory rate, this will be added to the fees shown during the payment process. For students resident in the UK, our fees are exempt from VAT.

Other costs

In addition to the fees payable to the University, you should also budget for the cost of:

- tuition at your chosen Recognised Teaching Centre; and
- the fee levied by your local examination centre.

Students with disabilities and/or access requirements

The University of London welcomes applications from disabled students and/or those who have access requirements.

If you are disabled and/or have access requirements, we will make every reasonable effort to meet your needs.

This may include making access arrangements for examinations such as a separate room or special aids. If you would like to tell us about your disability and/or request access arrangements, please complete the relevant section of the application form, or contact the Inclusive Practice Manager at: special.arrangements@london.ac.uk

Armed Forces

Students who are members or ex-members of the UK Armed Forces should note that the University of London has been approved by the Ministry of Defence in support of the Enhanced Learning Credits (ELC) Scheme (ELC Provider Reference Number 1284). The Scheme provides financial support to eligible Service personnel who wish to enhance their educational or vocational achievements. The ELC Administration Service website can be found at: www.enhancedlearningcredits.com



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For further information on the range of programmes we offer, please visit our website (london.ac.uk) or contact us at:

The Student Advice Centre

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Senate House, Malet Street
London WC1E 7HU
United Kingdom

Telephone enquires: +44 (0)20 7862 8360

Online enquiries: sid.london.ac.uk



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