London South Bank University
Faculty of Business

PROGRAMME SPECIFICATION

BA (Hons) Business Studies
BA (Hons) Business Administration
2012/13

Faculty of Business

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General Information

Awarding institution/body	London South Bank University
Teaching institution	London South Bank University
Programme accredited by	N/A
Final award	BA/BA (Honours)
Programme title	BA (Hons) Business Studies BA (Hons) Business Administration BA (Hons) Business Studies (Accounting) BA (Hons) Business Administration (Accounting) BA (Hons) Business Studies (Business & Information Systems) BA (Hons) Business Administration (Business & Information Systems) BA (Hons) Business Studies (Finance) BA (Hons) Business Administration (Finance) BA (Hons) Business Studies (Human Resource Management) BA (Hons) Business Administration (Human Resource Management) BA (Hons) Business Studies (International Business Economics) BA (Hons) Business Administration (International Business Economics) BA (Hons) Business Studies (Management Science) BA (Hons) Business Administration (Management Science) BA (Hons) Business Studies (Marketing) BA (Hons) Business Administration (Marketing)
UCAS code:	N100 FT BABS N250 FT BABA S669 PT BABS
Relevant QAA subject benchmark statement(s)	Business and Management
Date of production/review	May 2011
Language of Study	English

Distinctive Features

- Provides a broadly based Business course of study
- Offers opportunity for students to specialise in a pathway in final year
- Sandwich work placement in year 3 for Business Studies students.
- Part-time mode of study available.
- Advanced entry is possible for suitably qualifies applicants.
- Allows advanced progression from HND Business Studies

Rationale and Aims

This programme is intended for students wishing to study a broad range of business topics leading to an Honours Degree. The programme leads to one of two main award names: BA (Hons) Business Studies (BABS) or BA (Hons) Business Administration (BABA). Students have the opportunity to specialise in one of seven areas in the final year and to have the specialism named on the award certificate.

The aims of the programme are:

To provide a broadly based education in business and to equip our students for a variety of future careers, with European and international perspectives. The curriculum provides a broad and integrated academic foundation at level 1 and increasing specialisation opportunities at levels 2 and 3.

To combine the knowledge of business with a student-centred learning process to develop skills, attitudes and abilities relevant to the student's future employment. In particular it is designed to equip students with the ability to manage change, both in their individual career and at organisational level.

To recognise the need for personal effectiveness both in terms of knowledge of the subject discipline and the ability of students to form judgements, undertake tasks and make decisions individually and collaboratively.

To develop a critical understanding of the wider business environment, including its ethical and social responsibilities. The key themes running through the programme include the process and management of change, the growing internationalisation of business and the application of a range of relevant business skills, employability, enterprise and creativity.

To provide business education opportunities to the community within which the University is located.

Programme Outcomes

The course provides opportunities for students to develop and demonstrate knowledge and understanding, intellectual skills and other attributes as detailed in A to D below.

A. Knowledge & Understanding:
Students will acquire knowledge and understanding of:

A1 The theories, methodologies and application of the academic disciplines relevant to the study of business.

A2 Organisations, the external environment in which they operate, how they are managed and the future needs of organisations.

A3 The economic, social and ethical impact of business decisions on both the organisation and its environment.

A4 The main functional areas of business, how they inter-relate and integrate with each other.

A5 In depth knowledge of one of the following specialist areas of business: HRM; Marketing; Finance; Accounting; International Business Economics; Business & Information Systems; Management Science.

A6 The issues relating to diversity in terms of peoples, cultures and management.

A7 The requirements needed for both individuals and organisations to develop and manage change effectively.

A8 Business issues at European and international levels.

Teaching and learning strategies:
The acquisition of knowledge and understanding is attained through a combination of:

- Lectures
- Seminars & workshops using small group discussions, student-led presentations, exercises, and case studies.
- Practical lab-based sessions
- Project supervision
- Self-directed study

Assessment:
Assessment of knowledge and understanding is through a range of written and oral, individual and group assessments, including:

Essays business reports, seminar papers, seen and un-seen examinations, case analysis, portfolios, and presentations.

Final year specialism related, research based, dissertation.

B. Intellectual Skills
All students will be expected to develop their intellectual skills in the following areas:

B1 Define terms and generalise appropriately.

B2 Identify assumptions and implicit values.

B3 Evaluate statements in terms of evidence.

B4 Integrate theoretical knowledge to analyse business problems, policies and decisions.

B5 Apply theoretical knowledge to solve business problems and generate recommendations.

B6 Undertake independent research into business and management issues either individually or as part of a team for projects, dissertations and presentations.

Teaching and learning strategies:
Intellectual skills are developed through a combination of:

Lectures
Seminars &7 workshops using small group discussions, student-led presentations, exercises and case studies.
Practical lab-based sessions
Project supervision
Self-directed study

Assessment:
Intellectual skills are assessed by a range of written and oral, individual and group assessments, including;

Essays, business reports, seminar papers, seen and un-seen examinations, case analysis, portfolios, and presentations.

Final year Dissertation

C. Practical Skills
Students will acquire and develop practical skills such that they are able to:

C1 Apply theory to practice in a practical business situation (sandwich route only)

C2 Be effective in the use of information and communication technology (ICT) for business applications.

Teaching and learning strategies:
Practical skills are developed through:

Work Placement – preparation and supervision.

Lab-based IT sessions and use of ICT for assessment preparation and presentation.

Assessment:
Practical skills are assessed through a range of courseworks and in the Project and Work placement.

D. Transferable Skills
D1 Define problems and be effective at problem-solving and decision-making, using appropriate quantitative and qualitative skills and also be able to create, evaluate and assess options, together with being able to apply ideas and knowledge to a range of situations.

D2 Be effective performers within a team environment including leadership, teambuilding, influencing and project management skills.

D3 Be effective in communication, oral and written, using ICT and a wide range of media used in business; select appropriate channels, format and content.

D4 Collect, analyse, interpret and present data.

D5 Manage own learning effectively, demonstrating the ability to reflect on experience and develop strategies for improving performance by developing an appetite for reflective, adaptive and collaborative learning

D6 Demonstrate interpersonal skills in relation to listening, negotiating, persuasion and presentation.

D7 Self-manage own time, behaviour, motivation, initiative and enterprise.

D8 Be self-aware, sensitive and open to the diversity of people, cultures, business and management issues.

D9 Demonstrate appropriate language capacity and business and cultural understanding to enable study abroad. (For those taking semester 1 level 2 abroad.)

Teaching and learning strategies:
Intellectual skills are developed through a combination of:

Lectures
Seminars &7 workshops using small group discussions, student-led presentations, exercises and case studies.

Practical lab-based sessions
Project supervision
Self-directed study.

Assessment:
Intellectual skills are assessed by a range of written and oral, individual and group assessments, including;

Essays, business reports, seminar papers, seen and un-seen examinations, case analysis, portfolios, and presentations.

Final year Dissertation.

D. Transferable Skills
Students will acquire and develop transferable skills in the following areas:

Teaching and learning strategies:
All the teaching and learning strategies ensure that students have ample opportunities to develop D1-D8. All students are given advice on how to locate research material and generally improve their personal study skills. The transferable skills developed during the induction, taught modules and the dissertation stage encourages the development of these skills.

Assessment:
Transferable skills are assessed primarily through coursework, presentations, examinations, the Dissertation.

Curriculum Map for BA Business Studies and BA Business Administration

This map provides a design aid to help course teams identify where programme outcomes are being developed, taught and assessed within the course. It also provides a checklist for quality assurance purposes and may be used in validation, accreditation and external examining processes. Making the learning outcomes explicit will also help students to monitor their own learning and development as the course progresses.

See Appendix.

Entry requirements

In order to be considered for entry to the programme applicants will be required to have the following qualifications: -

A levels 2 C grades or equivalent. 220 UCAS points
with
GCSE's Minimum of 5 GCSE's or equivalent at C grade or above including Maths and English.

Or
Recognised Access and Foundation Courses will be considered on an individual basis. Usually 36 credits at level 3 and 12 credits at level 2 will be required.

Or
Satisfactory level of accredited prior (experiential) learning.

Or
International qualifications will be considered on an individual basis. Equivalence to above requirements is expected.

Or
Mature students without traditional qualifications will be considered on an individual basis.

Or
LSBU HND (Business)
Final year entry – 4 modules at or above 65% at HND2
Year 2 entry – 4 modules at or above 55% at HND 2
Year 2 entry – 4 modules at or above 65% at HND 1
Or
HND
Students with HND from another institution must have
Final year entry – distinctions in half of modules studied at HND2
Year 2 entry – merits in half of modules studied at HND

Students will be considered, on an individual basis, for advanced standing (entry at level 2 or level 3) where accreditation for relevant prior learning is possible.

All candidates must demonstrate a minimum proficiency in written and spoken English. Applicants for whom English is a foreign language should either hold a recognised qualification in English e.g. British Council IELTS (minimum 6.0) or the TOEFL equivalent. Applicants may be required to sit a pre-entry English test.

General Programme Content and Structure

The course is structured around 360 CATS points/credit, including a 30 credit final year dissertation.

The programme offers two main award names: Business Studies (BABS) and Business Administration (BABA). The BABA degree is offered as a three-year full time course. The BABS degree can be taken either in the full-time mode as a sandwich course with a work placement year between level 2 and level 3, or in a part-time mode. Those students on the full-time BABS who do not wish to take the work placement year are transferred onto BABA for the final year.

Students will have the option to include the name of the final year specialism on the award certificate as listed in the General Information section above.

Programme requirement information is provided first as a series of tables to show the structure of each semester's modules. This is followed by a module listing for each level.

At each level all full-time students study for 120 credits. Part-time students can study a maximum 100 credits in an academic year. Not all stated electives are available on the part-time mode. For both full-time and part-time students the electives offered are contingent on sufficient student demand. All electives may not be available in any one year and new electives may be added.

The tables below show the modules offered in each semester on the full-time mode. The semester offering will vary for students on the part-time mode. Part-time students may be unable to take all the level 3 pathway modules and should seek advice on appropriate modules from the course director. Part-time students do not have to choose a final year speacialism.

The semester of delivery of all the modules may change in the future due to timetabling and resourcing requirements.

The Language and Business Environment module at level 1, semester 2 is for those students who intend to study a semester abroad at level 2, semester 1. Students who take the English Language modules at level 1 are not able to take the Business Law module. Students who study the semester abroad will be advised which modules to study in that semester. Places on the semester abroad scheme are limited.

The Programme Specification for 2012/2013 shows the new Level 5 modules post the Curriculum Modernisation Project. Level 6 modules are still running as in the previous structure (i.e. 15 credit modules.

Level 4

BABS and BABA

Semester 1	Business Systems - An Introductory Management Perspective (20)	Business Environment (20)	Introduction to Marketing (10)	Business Communication (10) Or Business Language Skills (10)
Semester 2	Professional Practice and Organisational Behaviour (20)	Quantitative Literacy (20)	Fundamentals of Accounting (10)	Business Law (10) Or English in Accounting and Law (10) Or Language & Business Environment (10)

Level 5

BABS and BABA

Semester 1	Business Skills	Pathway Module	Pathway Module
Semester 2	Research Methods for Business Students	Pathway Module	Elective Module

OR

Semester 1	Business Skills	Pathway Module	Elective Module
Semester 2	Research Methods for Business Students	Pathway Module	Pathway Module

Pathway modules

Accounting - Managerial Accounting

Business & Information Systems Pathway - Information Systems in Business

Finance - Introduction to Financial Management

HRM - Principles of HRM
International Business Economics Pathway - The Macroeconomic Environment of Business
Management Science - Introduction to Management Science
Marketing - Marketing Management & Strategy

Level 6

BABS and BABA Accounting Pathway

Semester 1	Project	Management Accounting Systems	Financial Accounting & Reporting	Elective
Semester 2	Project	Strategic Management	Performance Management	Elective

BABS and BABA Finance Pathway

Semester 1	Project	Portfolio Investment Management	Management of Company Finance	Elective
Semester 2	Project	Strategic Management	Financial Risk Management	Elective

BABS and BABA HRM Pathway

Semester 1	Project	Strategic Management	People Resourcing	Elective
Semester 2	Project	Employee Relations	Developing People for Performance	Elective

BABS and BABA Marketing Pathway

Semester 1	Project	Strategic Management	Marketing Research	Elective
Semester 2	Project	Consumer Behaviour	International Marketing	Elective

BABS and BABA Management Science Pathway

Semester 1	Project	Optimisation Techniques & Methods	Statistical Techs for Business & Finance	Elective
Semester 2	Project	Strategic Management	Analytical Decision Making	Elective

BABS and BABA Business & Information Systems Pathway

Semester 1	Project	Strategic Management	The Mgt of IS for Strategic Advantage	Elective
Semester 2	Project	Technologies in e-Business	Business Analysis and the Management of Change	Elective

BABS and BABA International Business Economics Pathway

Semester 1	Project	Multinational Firms and Global Trade	Comparative Labour Markets	Elective
Semester 2	Project	Strategic Management	International Financial Markets	Elective

Programme requirements module listing

Level 4: At level 4 all students study eight modules. Full-time students study four in each semester.
All students will be assessed for their English Language skills. Those whose first language is not English will be directed to take the Business Language Skills module to provide them extra support with language skills. Students assessed as not requiring this specialist support module will take Business Communication. The Language & Business Environment module is for those students who intend to spend a semester studying abroad.

Level 4: Core Modules

Subject Area	**Module Title**
Accounting	Fundamentals of Accounting (10) (S2)
Economics	Business Environment (20) (S1)
B&IS	Business Systems An Intro Managerial Perspective (20) (S1)
	Business Law (10) (S2)

	Language & Business Environment (10) (S2)
HRM	Professional Practice and Organisational Behaviour (20) (S2)
Language/ Academic Skills	Business Communication or Business Language Skills (10) (S1)
Marketing	Introduction to Marketing (10) (S1)
Quantitative Studies	Quantitative Literacy (20) (S2)

Level 5: At level 5 all students study 6 modules, three in each semester for full-time students. In each semester full-time students study one core module and either two pathway modules or one pathway module and one elective. Students will need to do three out of the seven pathway modules at level 5. The subject pathway modules are pre-requisite for the connected final year pathway specialism.
The combination of modules per semester in the part-time may be different because of the flexibility of the course but this does not alter the overall components. The semesters shown are for full-time not part-time mode.

Level 5: Core Modules

Subject Area	**Module Title**
HRM	Business Skills
B&IS	Research Methods for Business Students

Level 5: Pathway Modules

Subject Area	**Module Title**
Finance	Introduction to Financial Management
Quantitative Studies	Introduction to Management Science
HRM	Principles of HRM
Marketing	Marketing Management & Strategy
B&IS	Information Systems in Business
Economics	Macroeconomic Environment of Business
Accounting	Managerial Accounting

Level 5: Elective Modules

Note: The electives modules offered are taken from the list below. Not all modules will be offered each year and only modules with sufficient students can run.

It is possible that the semester in which some modules are offered will change, particularly with the electives. The semesters shown refer to full-time not part-time mode. The English Language electives, one in each semester, are for students who took the Business Language Skills modules at level 4.

Accounting & Finance (A&F)	Financial Markets & Institutions
A&F	Personal Financial Planning
A&F	Investment Theory & Practice
HRM	Ethical Practice
HRM	Organisations & Decisions
HRM	Self Development
HRM	HRD for Diversity
HRM	Work Life Balance
Quantitative Studies	Business and Financial Mathematics
Quantitative Studies	Introduction to Survey Design and Analysis
B&IS	Website Design: A Business Focus
B&IS	e-Business
B&IS	Communication and Media
B&IS	Organisations, Systems & People
B&IS	Advanced Business Law
B&IS	Managing your business
Economics	Business, Markets & Competition
Economics	Sports Economics
Marketing	Digital Media
Marketing	Retail Marketing
Marketing	Marketing Ethics &Law
Languages	English in International Business

Level 6 : At level 6 all students study eight modules. In the full time mode all students must follow one of the pathways, consisting of three modules. All students must

complete a project. This is a double module and runs across both semesters. The project must relate to the chosen pathway unless the student has completed a Work Placement in which case the project may be based on issues relating to the placement.
In each semester full-time students study three modules in addition to the project. The core module, Strategic Management, is taken in either semester 1 or semester 2, depending on the pathway chosen. One elective is taken in each semester. Part time students usually complete the level over 2 years.

Level 6: Core Modules

Subject Area	**Module Title**
Strategy	Strategic Management
B&IS	Project
Finance	Project
Marketing	Project
Economics	Project
HRM	Project
Accounting	Project
Quantitative Studies	Project

Level 6 Pathway Modules

Accounting Pathway
(Qualifying prerequisite – Level 5 Essentials of Management Accounting)

Subject Area	**Module Title**
Accounting	Management Accounting Systems (S1)
Accounting	Financial Accounting & Reporting (S1)
Accounting	Performance Management (S2)

Finance Pathway
(Qualifying prerequisite – Level 5 Finance for Business)

Subject Area	**Module Title**
Finance	Management of Company Finance (S1)
Finance	Portfolio Investment Management (S1)
Finance	Financial Risk Management (S2)

Human Resource Management Pathway
(Qualifying prerequisite – Level 5 Principles of HRM)

Subject Area	**Module Title**
HRM	People Resourcing (S1)
HRM	Developing People for Performance (S2)
HRM	Employee Relations (S2)

Marketing Pathway
(Qualifying prerequisite – Level 5 Marketing Management & Strategy)

Subject Area	**Module Title**
Marketing	Marketing Research (S1)
Marketing	International Marketing (S2)
Marketing	Consumer Behaviour (S2)

Management Science Pathway
(Qualifying prerequisite – Level 5 Quantitative Methods)

Subject Area	**Module Title**
Quantitative Studies	Statistical Techs for Business & Finance (S1)
Quantitative Studies	Optimisation Techniques & Methods (S1)
Quantitative Studies	Analytical Decision Making (S2)

Business & Information Systems Pathway
(Qualifying prerequisite – Level 5 Information Systems in Business)

Subject Area	**Module Title**
B&IS	The Mgt of IS for Strategic Advantage (S1)
B&IS	Technologies in e-Business (S2)
B&IS	Business Analysis and the Management of Change (S2)

International Business Economics Pathway
(Qualifying prerequisite – Level 5 The Macroeconomic Environment in Business)

Subject Area	**Module Title**
Economics	Multinational Firms & Global Trade (S1)
Economics	Comparative Labour Markets (S1)
Economics	International Financial Markets (S2)

Level 6: Elective Modules

Note: The electives modules offered are taken from the list below. Not all modules will be offered each year and only modules & pathways with sufficient students can run.
It is possible that the semester in which some modules are offered will change, particularly with the electives. The semesters shown refer to full-time not part-time mode. The Work Placement module is an elective available to those students who have taken a Work Placement as part of the full-time Business Studies and for all students on the part-time Business Studies. This is credited at level 6 and replaces one of the other electives.

Subject Area	**Module Title**
Accounting	Auditing for Today's Business (S1)
Accounting	Decision Making in Business (S2)
Accounting	Financial Reporting & Analysis (S2)
Marketing	Advertising & Promotion (S1)
Marketing	Public Relations (S1)
Marketing	New Product Development (S2)
Marketing	Channel Management and Logistics (S2)
Strategy	Small Business Planning & Strategy (S2)
Quantitative Studies	Statistical Techs for Business & Finance (S1)
Quantitative Studies	Survey Sampling (S2)
Quantitative Studies	Financial Forecasting & Modelling (S2)
HRM	International HRM (S1)
HRM	Life Career Development (S2)
HRM	Working with Identity (S1)
HRM	Applied Business Psychology (S1)
HRM	Principles of Employment Law (S2)
HRM	Transformation, Diversity & Leadership (S2)
HRM	Working with Emotional & Spiritual Intelligence (S2)
Economics	Business & the Information Revolution (S2)
Economics	Economics of the EU (S1)
Finance	Financial Forecasting & Modelling (S2)
B&IS	Technical Analysis & Mkt. Psy 1 (S1)
B&IS	Technical Analysis & Mkt. Psy 2 (S2)
B&IS	Info. Mgt: A Database Approach (S2)
B&IS	Social Impacts of the Info Society (S1)
B&IS	Simulating the Business Environment (S1)
B&IS	Business Project Management (S1)
B&IS	Business Networking & Relationships (S1)
B&IS	Business Decision Modelling (S2)
B&IS	Knowledge, Globalisation & Development (S2)
B&IS	Business Risk Management (S1)
All	Work Placement Module

Part Time Structure

Part Time students study during the evenings and on Saturday. Students can study up to a maximum of 100 credits in each year. All level 4 modules and all level 5 pathway modules will be offered each year. Some Level 5 electives may be offered in alternate years. Level 6 pathway modules will be offered in alternate years with the exception of Strategic Management that will be offered each year.