

## BSc in Business Administration



## Programme Specification

<b>GENERAL INFORMATION</b>	
<i>Awarding Institution//Body</i>	University of Bath
<i>Teaching Institution*</i>	School of Management, University of Bath
<i>Validated/Franchised/Licensed (if appropriate)</i>	
<i>Programme accredited by (including date of accreditation)*</i>	
<i>Programme approved by (including date &amp; minute number of Senate)</i>	Existing Programme, establishment approved Senate 06/06/71 Scheme of assessment approved by Senate 1973
<i>Final award</i>	Bachelor of Science (Hons)
<i>Programme title*</i>	Business Administration  Students leaving an undergraduate programme prematurely may be eligible for a Certificate of Higher Education ( <a href="http://www.bath.ac.uk/quality/documents/certhe.pdf">www.bath.ac.uk/quality/documents/certhe.pdf</a> ) or a Diploma of Higher Education ( <a href="http://www.bath.ac.uk/quality/documents/diplhe.pdf">www.bath.ac.uk/quality/documents/diplhe.pdf</a> )
<i>UCAS code (if applicable)</i>	N100
<i>Subject Benchmark Statement*</i>	General Business and Management
<i>Intended level of completed programme (in line with <a href="#">FHEQ</a> eg 5, 6, 7,)*</i>	Honours
<i>Duration of programme &amp; mode of study*</i>	4-year Thin Sandwich (full time)
<i>Date of Specification preparation/revision*</i>	Revised 2 Mar'16: 9 Sep'16
<i>Applicable to cohorts (eg. for students commencing in September 2013 or 20013/14-2014/15)*</i>	For students commencing 2016/17 onwards

### **Synopsis and academic coherence of programme\***

The BSc Business Administration (BBA) is a well-established and well-regarded programme which covers the broad spread of management disciplines while allowing students to specialise at an advanced level in their later years of study: final year options in the School of Management are developed in relation to the research interests of academic staff.

The degree can only be taken on a four year pattern. The aim in Year 1 is to give a broad grounding in the relevant fields of management including Economics, Law, People and Organisations, and Accounting and Finance. Students will also study Quantitative Methods, to equip them for placement activity and for the use of those skills on other units.

## BSc in Business Administration

From the 2<sup>nd</sup> through to the final year, students are able to tailor their studies to their particular interests by choosing from a wide menu of options which covers the broad spectrum of management disciplines, reflecting the core research interests of the School: Organisational Behaviour, Accounting and Finance, Human Resource Management, Information Systems, Operations and Supply Management, Decision Analysis, Business Economics, International Business, Entrepreneurship, and Marketing. Optional units can also be taken from other Faculties such as Mathematics or Economics.

The core units in years 2 to 4 are group projects which are all Designated Essential Units. This stream of project units has been designed to expand students' capacity to engage in activity which involves both practical application of, and research into, relevant theory. Two short projects are undertaken in years 2 and 3, preparing students for more substantial and responsible work with business clients in year 4.

Placements are also core to the programme. Students must undertake a minimum of 44 weeks work spread across Semester 1 of Year 2 and Semester 2 of Year 3, with a minimum of 18 weeks in each placement. A stream of Professional Expertise and Personal Learning (PEPL) work is required of the students to encourage them to prepare for and reflect on their experience of applying for and working on placement.

The general ethos of the programme is the marrying of advanced academic study of management disciplines with the practical application of theory.

### **Educational aims of the programme\***

The aims of our BBA programme are to provide students with:

- a firm disciplinary base in business administration, and a coherent understanding of the concepts and models of business management theory and practice;
- an ability to analyse and evaluate business and management problems so that they can reach considered and appropriate conclusions, and can competently communicate the reasoning behind these conclusions;
- an opportunity to attain their full academic potential, within an environment which is constructively critical and where current research of staff members informs their teaching;
- a flexible educational framework that enables them to choose among a range of advanced courses, set in the context of multidisciplinary study where intellectual rigour and analytical skills are rewarded;
- opportunities to develop their employability skills and apply academic learning in practice through placement and project activities;
- practical experience in the application of knowledge gained at University, develop personal and business skills through placement and project activities
- opportunities to develop team leadership, presentational, time management and communication skills throughout the degree;
- self-development and assessment competencies necessary for the development of life-long learning.

*The programme is designed to be sufficiently flexible to enable students to proceed to a variety of managerial careers or to postgraduate programmes.*

**Intended learning outcomes** \* (including teaching, learning and assessment methods, specifying those applicable for interim awards where appropriate)

## BSc in Business Administration

<p>Units will be studied through a mixture of lectures and tutorials, as specified in the unit templates. Assessment, similarly specified, will be through a variety of forms: individual assignments; group assignments; presentations; exercises; in-class tests, and closed- and open-book examinations.</p>	
<p>➤ Knowledge &amp; Understanding:</p>	<p>By the end of the degree, students will be able to consistently display:</p> <ul style="list-style-type: none"> <li>• a wide knowledge and understanding of the broad range of areas of business and management, and the detailed relationships between these and their application to practice.</li> <li>• a sound understanding of theories of business and management and be able to appraise models and evidence critically.</li> <li>• a sound understanding of the external environment (economic, legal, social, political) in which organisations operate, and the relationships between organisations and their stakeholders.</li> <li>• an awareness of business issues at National, European and International levels, and understand the role of global, regional and national institutions in setting the context for business practice.</li> </ul>
<p>➤ Intellectual Skills:</p>	<p>Graduates of the programme will be able to consistently:</p> <ul style="list-style-type: none"> <li>• demonstrate a clear level of understanding of business relevant concepts, including the ability to recall these in time constrained, closed book environments and communicate these in written form.</li> <li>• evaluate and interpret new information, and engage in problem solving, thereby demonstrating a capacity to think clearly and logically about a range of contemporary business issues.</li> <li>• appreciate the implications of economic, political and legal changes for the management of organisations.</li> <li>• exercise independent judgement and construct a reasoned argument accompanied by evidence in support of conclusions.</li> <li>• develop a view of business and management which is influenced by a wide range of learning sources, based on a proactive and independent approach to learning</li> <li>• develop and apply their own perspectives to their studies, to deal with uncertainty and complexity, to explore alternative solutions, to demonstrate critical evaluation, and to integrate theory and practice in a wide range of situations.</li> </ul>

## BSc in Business Administration

<p>➤ Professional Practical Skills:</p>	<p>Graduates of the programme will be able to consistently:</p> <ul style="list-style-type: none"> <li>• understand the structure of employing organisations and be capable of investigating and assessing career options prior to graduation.</li> <li>• use their experiences in placements and projects to inform their career choices and to put to use immediately in employment the skills they have developed.</li> <li>• work in managerial or professional capacities in the private, public or voluntary sectors, or proceed to postgraduate programmes in business administration or related disciplines.</li> <li>• demonstrate consistent and effective negotiation and persuasion skills that will be useful in their careers</li> <li>• contribute to management decision-making in a range of functional areas.</li> <li>• be able to develop their own careers through applying the skills they have gained in real world situations and adapting to future changes in both financial disciplines and in the wider context of business and society.</li> </ul>
<p>➤ Transferable/Key Skills:</p>	<p>Graduates of the programme will be able to consistently:</p> <ul style="list-style-type: none"> <li>• demonstrate consistent and effective written and oral communications skills, both individually and in a group environment.</li> <li>• communicate information effectively to audiences of different kinds.</li> <li>• plan, organise and prioritise their time effectively.</li> <li>• work effectively in teams and groups.</li> <li>• demonstrate the repeated ability to work under pressure in a time constrained environment.</li> <li>• appreciate their own strengths and weaknesses as learners and plan their future educational development.</li> <li>• use information technology effectively for processing and analysing a range of qualitative and quantitative information.</li> </ul>
<p><b>Structure and content of the programme</b> (including potential stopping off points)</p> <p><i>The programme is designed to prepare students for managerial and administrative careers in industry, commerce and public administration and for professional training in such fields as finance, marketing, industrial economics, human resource management, and organisational development. The programme lasts for four years full-time, in which an industrial placement programme blends together practical experience and broadly based interdisciplinary and multi-functional study.</i></p> <p>The programme begins with a year studying the major disciplines which are relevant to Business Administration and the context within which enterprises operate. Students then go</p>	

## BSc in Business Administration

on practical placement for six months during Semester 1 of Year 2, and six months in Semester 2 of Year 3. In the second and third years the process of specialising and choosing begins, together with a gradual change of emphasis away from the disciplines towards the functional areas of enterprises. In the fourth year they undertake a major piece of project work which involves a real-life business problem or issue. They are also able to take a range of specialised topics which reflect their particular interests.

*See programme structure attached separately.*

### **Details of work placements / work-based learning / industrial training / study abroad requirements**

Placements are an integral part of the learning and teaching processes of the degree, enabling students to engage in the process of critical reflection upon the knowledge and skills they have developed and to demonstrate their understanding and skills in practice. Placements take place during the 1<sup>st</sup> semester of Year 2 and the 2<sup>nd</sup> semester of Year 3.

Each placement is valued at 30 credits and is assessed on a pass/fail basis. Students must satisfy the following conditions in order successfully to complete the placement and gain the relevant credits:

- i) carry out to a satisfactory standard the work prescribed by the employing organisation for a minimum of 18 weeks (excluding holidays) and adhere to the Code of Practice laid down by the Placements Office;
- ii) complete a minimum of 44 weeks over the two placements combined;
- iii) complete satisfactorily the prescribed preparation work before each placement period;
- iv) complete satisfactorily the prescribed post-placement debriefing including any written project work which is required and pass this work. A student who fails to reach the minimum standard must resubmit the work to a satisfactory standard within a set time period.

### **Details of support available to students** (e.g. induction programmes, programme information, resources)

University of Bath students attending programmes of study at the Claverton Campus are usually encouraged to stay in University halls of residence during their first year and will be supported in their transition into University life and study by Resident Tutors. These are postgraduate students or staff who live in the halls of residence and are responsible for the general welfare, health and safety and discipline of student residents.

All taught students will be allocated a Personal Tutor and postgraduate research students a supervisor who are responsible for monitoring and supporting the academic progress and general welfare of their students.

Staff in these roles will be able to respond to many of the questions and concerns raised by their students. However, there is also a range of specialist student support services that will offer both information and advice to support these staff working with their students, as well as take referrals to work more directly with the students. Students can also self-refer to these services.

## BSc in Business Administration

These services can provide information, advice and support in relation to accommodation, emotional difficulties, assessment of needs and provision of support relating to disability, student funding, general welfare, academic problems, student discipline and complaints, careers, international students, spiritual matters, part time work, security and personal safety. The Students' Union can also provide advocacy for students. More information about these services can be accessed via: <http://www.bath.ac.uk/students/support/>.

There are also Medical and Dental Centres, and a Chaplaincy on campus that are very experienced in meeting the needs of a student population, as well as a University nursery and vacation play scheme to provide childcare for older children during the school holidays.

### Admissions criteria (including arrangements for APL/APEL)

The standard criteria are:

GCSE

Essential- English and Mathematics grade B or 6 (or equivalent)

Preference for grade A or 7 (or above)

and

A Levels

**Typical Offer:** AAA/A\*AB at A2 Level

**Alternate Offer:** AAB with specified grades per subject plus one of the following:

- Grade A in an EPQ
- Grade B in the Welsh Bacc Advanced Skills Challenge Certificate
- Grade M1 in Cambridge Pre-U Global Perspectives

Information on preferred subjects and subject combination can be found here:

<http://www.bath.ac.uk/study/ug/prospectus/subject/business-administration/entry-requirements/>

or

International Baccalaureate - 36 points including 6, 6, 6 or 7, 6, 5 in three Higher Level subjects

or

German Abitur 1.8 with 13/15 English and 12/15 Mathematics

or

Alternative or international qualifications, and non-academic criteria detailed here:

<http://www.bath.ac.uk/study/ug/prospectus/subject/business-administration/entry-requirements/>

For non-native speakers of English, a minimum grade of 7.0 on IELTS is required.

APL (Accreditation of Prior Learning) would not normally be available for applicants to the 2<sup>nd</sup> year of the programme. Important preparation work for the 1<sup>st</sup> placement takes place during the 1<sup>st</sup> year of the programme and direct entry to year 2 is therefore impossible. Any other decisions on APL are to be taken on a case-by-case basis by the team concerned with managing the programme. Students applying for APL will be required to submit a portfolio of evidence of the achievement of relevant learning outcomes, as specified in QA45/47 from the University's Quality Assurance Manual.

## BSc in Business Administration

APEL (Accreditation of Prior Experiential Learning) may be available to candidates with professional experience. The same process of producing a portfolio of evidence of the achievement of learning outcomes will be required as for APL.

Accreditation for either APL or APEL will normally only be available for core, not optional, units. APL and APEL can only be granted on up to 50% of the credits in a programme of study.

### Summary of assessment and progression regulations

The programme is fully compliant with the University's New Framework for Assessment: Assessment Regulations (NFAAR). The NFAAR describes the rules for progression from one stage of the programme to the next (including supplementary assessment, and the extent of failure that can be condoned) as well as for the award of degrees. Students taking the programme will be assessed according to these rules; further information about the NFAAR is available at <http://www.bath.ac.uk/registry/nfa/index.htm> - Table 1 attached to the end of this specification indicates which sections of the web-page should be consulted for each stage of the programme.

Table 2, also attached to the end of this specification, describes how the programme is structured in terms of the NFAAR – including stages. Information about Designated Essential Units (DEUs) and Designated Alternative Programmes (DAPs), and the definitions for parts and stages of programmes, are also available in the NFAAR (see Appendix 2: Definitions).

### Indicators of quality and standards (e.g. professional accreditation)

*(For more general information on each part of the framework, click on the link)*

To assure continuing excellence in its quality and standards, the University of Bath has a quality management framework including:

1. A [Quality Assurance Code of Practice](#) and associated regulations and policies
2. A learning, teaching and quality committee structure which monitors quality and standards and instigates action for enhancement. For further information:  
[Governance](#)  
[Review and Monitoring](#)
3. [Staff development arrangements](#) that assist staff in enhancing their own performance as educators, as researchers or as professional support services staff.

[Students](#) are involved in many of these processes. The emphasis here is upon the *informed* student voice - engaging with students as academic citizens to ensure they have opportunities to take an active part in shaping their own learning.

A more detailed overview of the University's [Quality Management Framework](#) is set out in a summary document.

The University's management of its academic standards and quality is subject to external institutional review by the Quality Assurance Agency on a six year cycle. In its 2013 Institutional Review, the QAA confirmed that the University met its expectations for the management of

## BSc in Business Administration

standards, the quality of learning opportunities, and the enhancement of learning opportunities. The University was commended on its provision of information.

Professional bodies such as Association of Chartered Certified Accountants (ACCA), Institute of Chartered Accountants in England and Wales (ICAEW) and European Quality Improvement System (EQUIS), require particular standards and content in our programmes so that students exit able to claim professional registration or recognition, enabling them to progress successfully in their subsequent careers. Current professional accreditations are reviewed periodically by the bodies concerned. They are shown against each relevant programme in the prospectus. The full list can be seen here: [QA8 Register of Accreditations](#).

Professional or industrial placements for a year or a semester are particularly supported at Bath by specialised staff and these arrangements are demonstrably effective for improving degree grade and employability within six months of graduation.

### Sources of other information

The School of Management's web page at [www.bath.ac.uk/management/courses/](http://www.bath.ac.uk/management/courses/) provides a regularly updated source of information about the programme.

..... Dean/Head LPO

..... Date