

De Montfort University
Programme Specification
(Course Template)

Basic Programme Information

Programme/Course Title BA (Hons) Business Administration

Short programme/course title BA (Hons) Business Administration

Programme/Course Code N10048

Level (undergraduate, postgraduate) Undergraduate

Type (single, joint, pathway/specialisation) Single

Mode(s) of delivery, e.g. full-time; part-time Full time

Duration (in months) 12 months

Relevant QAA subject benchmarking statement(s) Business and Management

Owning Department Management and Entrepreneurship

Highest Award BA (Hons) Business Administration

All possible award aims BA (Hons) Business Administration

All possible exit awards BA (Hons) Business Administration, BA Business Administration, Institutional credits

Offered at the following campuses (please list) DMU Leicester, Niels Brock Copenhagen Business College

Entry Requirements (please provide details of standard entry requirements for the award including, if relevant, IELTS/English level; Interview Y/N)

This is a top up programme available for students who have already completed a: - HND course in business or accounting, - Level 5 of an accounting related degree course at a UK higher education establishment, - Comparable level 5 course at an international higher education establishment.

Overseas applicants for whom English is not the first language will be required to produce evidence of competence in English language. This will normally require an IELTS score of 6.0 or a comparable qualification.

Programme/Course Description

This one-year (12 months) Business Administration programme is a final year top-up degree designed to strengthen a student's skills for a fast paced and continuously changing Business environment.

Graduates will have the knowledge and practical experience to apply business administrative skills in the workplace.

By taking the top up Students are able to tailor their degree to reflect their interests and career ambitions across three pathways (Strategy, Finance, Marketing)

Learning, Teaching and Assessment Strategies

To achieve the above a mixture of lectures, tutorials, on line resources and formative assessments are used. Students are given feedback throughout the course to develop and improve their economic and business strategy skills. Emphasis is placed on research and analytical skills through the use of assessments

Programme Outcomes: (What a student should know and be able to do upon completion of the programme)

BA (Hons) Business Administration

Our students will:

1. Have a wide range of subject specific knowledge and understanding that reflects the inter-dependence of business disciplines underpinning real-world business administration.
2. Possess a critical appreciation of a body of knowledge that reflects theory, concepts and practice applicable to the administration of a business
3. Be enabled to independently and critically solve business problems by clarifying meaning, critically identifying options and evaluating and selecting priorities.
4. Demonstrate the ability to independently conduct research, problem solving and decision making using appropriate quantitative and qualitative (analytical) skills including identifying, formulating and solving business problems.
5. Develop and apply values, skills, knowledge and behaviours that will enable them to contribute to the development of a just, peaceful and sustainable world.

BA Business Administration

Our students will have

1. Have a range of subject specific knowledge and understanding that reflects the inter-dependence of business disciplines underpinning real-world business administration.
2. Possess an appreciation of a body of knowledge that reflects theory, concepts and practice applicable to the administration of a business
3. Students will develop key-skills enabling the ability to independently and critically solve business problems by clarifying meaning, identifying options and selecting priorities.
4. Demonstrate the ability to independently conduct research, problem solving and decision making using appropriate quantitative and qualitative (analytical) skills including identifying, formulating and solving business problems.
5. Develop and apply values, skills, knowledge and behaviours that will enable them to contribute to the development of a just, peaceful and sustainable world.

Structure and regulations

Module and credits

Module Code	Module Title	Credit value	Level	SAP delivery session	Must take	Must Pass	Pre-requisite	Location
BABA 3001	Business Principles and Practice	<u>30</u>	<u>6</u>		X			DMU Leicester
BABA 3002	Contemporary Issue in Business Administration	<u>30</u>	<u>6</u>		X			DMU Leicester
BABA 3003	Strategy for Business Administration	<u>30</u>	<u>6</u>					DMU Leicester
BABA 3004	Marketing for Business Administration	<u>30</u>	<u>6</u>					DMU Leicester
BABA 3005	Finance for Business Administration	<u>30</u>	<u>6</u>					DMU Leicester
BABA 3006	Final Project	<u>30</u>	<u>6</u>		X			DMU Leicester

Module Specifications – Level 6

De Montfort University

Module Specification (Module template)

Basic module information

Module Title: **Business Principles and Practice**

Short Module Title: **Business Principles and Practice**

Module Code: **BABA3001** Credit Value: **30** Credit Level: **6**

Owning Department: **Management & Entrepreneurship**

Module Leader: **TBC**

Module appraisers/markers: **TBC**

Pre-requisites (module codes): **None**

Module description

Module will give students from diverse backgrounds given entry point a key overview of business principles and practices. This module aims to ensure that students understand the nature of business practices and their inter-dependence across the pathways of the programme (strategy, finance and marketing). The module ensures that students understand the business principles and practices in complex global markets.

Indicative Content (Subject to Change) may include:

- Contemporary business practices
- specific strategic issues such as mergers and acquisitions,
- strategic alliances,
- knowledge management,
- management of change
- organisational learning

Learning outcomes

Students by the end of the module will:

1. Understand and synthesise the inter-dependence of business disciplines and practice
2. Critical appraisal of core business and management concepts and practices
3. To critical evaluate business and management practices
4. Apply and assess core business and management practices in contemporary business situations
5. To support development of knowledge and skills

Assessment

Type of assessment	Duration/ volume in hours/words	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked = AM or exemption code*
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4 MCQs		20%				AM
Report/essay	3500 words	80%	y			AM

*OPT01: Individually distinct work; OPT02: Reflection on development of own work; OPT03: Presentation; OPT04: Individually negotiated work; OPT05: Work placement/experience/assessment

Assessment Notes

Module assessment provides students with the opportunity to demonstrate that they have met the objectives and achieved the learning outcomes to the appropriate FHEQ standards. The use of MCQs in the first module is to both provide students with early feedback of their knowledge and understanding plus ensuring module team can best support students. Students on the programme are top up students and do not have the level 4 or 5 experience from a specific DMU perspective.

Reassessment

When a student fails to obtain an overall pass mark taking into account all the elements of assessment, the student will be required to re-present themselves in each failed element, unless agreed otherwise by the Law Assessment Board.

Expected methods of delivery

Please include learning, teaching and assessment activity hours for the module in this section. The below is an illustrative example for a 30 credit module.

Lecture	20 hours
Seminar	40 hours
Self-directed study	200 hours
Consolidation	35 hours
Assessment	5 hours

A list of the [learning and teaching activities](#) which can be included is available in the guidance on the Department of Academic Quality web pages.

De Montfort University

Module Specification (Module template)

In completing this specification please refer to the relevant [guidance](#).

Basic module information

Module Title: **Contemporary Issue in Business Administration**

Short Module Title: **Contemporary Issue in Business Administration**

Module Code: **BABA3002** Credit Value: **30** Credit Level: **6**

Owning Department: **Management & Entrepreneurship**

Module Leader: **TBC**

Module appraisers/markers: **TBC**

Pre-requisites (module codes): **None**

Module description

This module will bring together a range of current research on contemporary strategic issues in business and management and enable students to consolidate their understanding of these issues, whilst giving them the skills and opportunity to examine and critically evaluate alternative valid views.

Indicative Contemporary Business and Management issues facing employers include:

- CSR
- Ethics
- Politics
- Innovation
- Global Economics
- Sustainability
- and Digital Transformation.

Learning outcomes

1. To understand and critical apply contemporary issues key concepts and related theories that influence/impact on business practices
2. To independently research and evaluate contemporary issues/topics, considering decision implications using appropriate secondary sources
3. Critically evaluate differing views/perspectives on current business issues to derive balanced and informed opinions.
4. To understand the implications on business practices for online, local, national and international business
5. Team working: Students effectively engage in collaborative learning in the context of assessment.

Assessment

Type of assessment	Duration/ volume in hours/words	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked = AM or exemption code*

Group Presentation	1500 words	30%	N			OPT03
Report	3500 words	70%	Y			AM

*OPT01: Individually distinct work; OPT02: Reflection on development of own work; OPT03: Presentation; OPT04: Individually negotiated work; OPT05: Work placement/experience/assessment

Assessment Notes

Module assessment provides students with the opportunity to demonstrate that they have met the objectives and achieved the learning outcomes to the appropriate FHEQ standards. Presentations to occur within the delivery to allow marking in real time.

Reassessment

When a student fails to obtain an overall pass mark taking into account all the elements of assessment, the student will be required to re-present themselves in each failed element, unless agreed otherwise by the Law Assessment Board.

Expected methods of delivery

Please include learning, teaching and assessment activity hours for the module in this section. The below is an illustrative example for a 30 credit module.

Lecture	20 hours
Seminar	40 hours
Self-directed study	200 hours
Consolidation	35 hours
Assessment	5 hours

A list of the [learning and teaching activities](#) which can be included is available in the guidance on the Department of Academic Quality web pages.

De Montfort University

Module Specification (Module template)

In completing this specification please refer to the relevant [guidance](#).

Basic module information

Module Title: **Final Project**

Short Module Title: **Final Project**

Module Code: **BABA3006** Credit Value: **30** Credit Level: **6**

Owning Department: **Management & Entrepreneurship**

Module Leader: **TBC**

Module appraisers/markers: **TBC**

Pre-requisites (module codes): **None**

Module description

The module provides an opportunity for students to undertake an independent research related study in an area of special interest within the area of business administration appropriate to their pathway (Strategy, Marketing or Accounting/Finance).

Learning outcomes

1. Students will critically assess pathway specific models/functions/frameworks and practices.
2. To independently conduct research, problem solving and decision making using appropriate primary and/or secondary (analytical) research skills
3. Critically identifying, formulating and solving business problems.
4. To critically synthesise outcomes of research
5. To produce a final year project

Assessment

Type of assessment	Duration/ volume in hours/words	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked = AM or exemption code*
Other Coursework 2	1500-2000	20%				OPT04
Final Project	6000 words (in addition other coursework 2)	80%				OPT04

*OPT01: Individually distinct work; OPT02: Reflection on development of own work; OPT03: Presentation; OPT04: Individually negotiated work; OPT05: Work placement/experience/assessment

Assessment Notes

Module assessment provides students with the opportunity to demonstrate that they have met the objectives and achieved the learning outcomes to the appropriate FHEQ standards. Students will have a supervisor allocated at the start of the module.

Reassessment

When a student fails to obtain an overall pass mark taking into account all the elements of assessment, the student will be required to re-present themselves in each failed element, unless agreed otherwise by the Law Assessment Board.

Expected methods of delivery

Please include learning, teaching and assessment activity hours for the module in this section. The below is an illustrative example for a 30 credit module.

Lecture	20 hours
Seminar	40 hours
Self-directed study	200 hours
Consolidation	35 hours
Assessment	5 hours

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Module Specification (Module template)

In completing this specification please refer to the relevant [guidance](#).

Basic module information

Module Title: **Strategy for Business Administration**

Short Module Title: **Strategy for Business Administration**

Module Code: **BABA3003** Credit Value: **30** Credit Level: **6**

Owning Department: **Management & Entrepreneurship**

Module Leader: **TBC**

Module appraisers/markers: **TBC**

Pre-requisites (module codes): **None**

Module description

The module will consider how firms create and execute an effective strategy. The module will examine and unravel the theoretical origins of strategic corporate decision making. The module will develop students ability to undertake appropriate strategic analysis in contemporary local, national and international environments.

Indicative Content:

- Researching a businesses environment
- Business Analytics
- Strategic Capabilities
- Leadership techniques
- Strategic Planning & Decision Making

Learning outcomes

1. To understand and critique the key concepts and theories for executing and effective strategy.
2. To synthesise and apply the knowledge and understanding
3. Critically evaluate analytical tools and differing views/perspectives on current business issues to derive balanced and informed opinions.
4. Strategic analysis and Reporting: students selectively use analytical concepts and develop a well-founded strategic analysis of a company case.

Assessment

Type of assessment	Duration/ volume in hours/words	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked = AM or exemption code*
Portfolio	5000	100%				

*OPT01: Individually distinct work; OPT02: Reflection on development of own work; OPT03: Presentation; OPT04: Individually negotiated work; OPT05: Work placement/experience/assessment

Assessment Notes

Module assessment provides students with the opportunity to demonstrate that they have met the objectives and achieved the learning outcomes to the appropriate FHEQ standards

The portfolio will typically consist of three elements of work with a weighting of 20/30/50% and may include activities such as a reflection, report, presentation, infographic. These elements may be subject to change year on year, and the full and up to date requirements of the assessment will be provided on the module Blackboard shell.

Reassessment

When a student fails to obtain an overall pass mark taking into account all the elements of assessment, the student will be required to re-present themselves in each failed element, unless agreed otherwise by the Law Assessment Board.

Expected methods of delivery

Please include learning, teaching and assessment activity hours for the module in this section. The below is an illustrative example for a 30 credit module.

Lecture	20 hours
Seminar	40 hours
Self-directed study	200 hours
Consolidation	35 hours
Assessment	5 hours

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Module Specification (Module template)

In completing this specification please refer to the relevant [guidance](#).

Basic module information

Module Title: **Marketing for Business Administration**

Short Module Title: **Marketing for Business Administration**

Module Code: **BABA3004** Credit Value: **30** Credit Level: **6**

Owning Department: **Management & Entrepreneurship**

Module Leader: **TBC**

Module appraisers/markers: **TBC**

Pre-requisites (module codes): **None**

Module description

The module will provide an in-depth understanding of consumer characteristics, behaviours and motivations as inputs for effective marketing strategies. The module will critically examine the appropriate ways to undertake a marketing analysis for local, national and international environments. Skills of analysis, problem-solving and decision making are emphasised throughout.

Indicative Content:

- Visualise marketing related data
- Customer Behaviour
- Digital Marketing and Analytics
- Data collection
- Analytical Models & Techniques

Learning outcomes

1. To understand and critique the key concepts and theories for Marketing (Marketing Analysis)
2. To synthesise and apply the knowledge and understanding
3. Critically evaluate analytical tools and differing views/perspectives on current business issues to derive balanced and informed opinions.
4. Marketing Analysis and Reporting: students selectively use analytical concepts and develop a well-founded marketing analysis/strategy of a company case.

Assessment

Type of assessment	Duration/ volume in hours/words	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked = AM or exemption code*
Portfolio	5000	100%				

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Assessment	5 hours

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Module Specification (Module template)

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Basic module information

Module Title: **Finance for Business Administration**

Short Module Title: **Finance for Business Administration**

Module Code: **BABA3005** Credit Value: **30** Credit Level: **6**

Owning Department: **Management & Entrepreneurship**

Module Leader: **TBC**

Module appraisers/markers: **TBC**

Pre-requisites (module codes): **None**

Module description

The module will provide an in-depth fundamental understanding of financial reporting and analysis. The module will look at the ever changing area of financial accounting and corporate reporting. It will consider the different approaches to developing accounting rules and regulations used across the world as well as contemporary technological and reporting developments.

Indicative Content:

- Financial reporting
- Relevant conceptual frameworks
- Reporting environment
- Financial Analytics
- IT & Financial Reporting
- Financial reporting model

Learning outcomes

1. To understand and critique the key concepts, practice and theories for Accounting/Finance (Financial Analysis)
2. To synthesise and apply the knowledge and understanding
3. Critically evaluate analytical tools and differing views/perspectives on current business issues to derive balanced and informed opinions.
4. Financial Analysis & Reporting: students selectively use analytical concepts and develop a well-founded financial analysis/report of a company case

Assessment

Type of assessment	Duration/ volume in hours/words	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked = AM or exemption code*

Portfolio	5000	100%				

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