

Hertfordshire Business School

Title of Programme: **BA Honours Business Administration**

Programme Code: HBSBA

Programme Specification

This programme specification is relevant to students entering:
01 September 2013

Associate Dean of School (Academic Quality Assurance):
Dr Denise Ball

Signature

Denise Ball

Programme Specification Business Administration

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	University of Hertfordshire
University/partner campuses	De Havilland
Programme accredited by	N/A – some exemptions are available from professional bodies
Final Award	BA (Hons)
All Final Award titles	Business Administration Business Administration with Language* BA (Hons) with a Year Abroad BA (Hons) with Study Abroad
FHEQ level of award	6
UCAS code(s)	N252 Business Administration N251 Business Administration (top-up) N1T9 Business Administration with Eastern Language N1R9 Business Administration with European Language
Language of Delivery	English *the specific language studied will be named in the Final Award title e.g. Business Administration with French

A. Programme Rationale

Overall the Business Administration programme aims to promote the ‘employability’ of its graduates, in order that they can thrive in an increasingly competitive employment market. It achieves this through a blend of academic study, intercultural awareness and employability and enterprise skills development. Subject specific modules are supported by skills modules. Students on Business Administration have the option to study a foreign language and/or study abroad.

The Business Administration programme is open to direct entrants with UK Foundation Degrees, and to international direct entrants with comparable qualifications, as a top-up degree starting at Level 5 or Level 6. Secondly, the HBS campus-based Business Administration programme defined in this programme specification is aligned with the BA (Hons) Business Administration (Online) programme and also maps the collaborative partner provision which takes place worldwide, offering the potential for students to transfer between locations and modes of study.

The Business Administration programme is structured to allow increased choice as it progresses and provides a generalist route from which students may choose option modules to meet their individual needs and career aspirations. It offers a business education, geared to professional practice, self-employment and to the demands of careers in general business management. Many students on this programme go on to post graduate study. International students who join the University at Levels 5 and 6 are supported with additional language sessions which are designed in conjunction with key core modules.

B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

Additionally this programme aims to:

- prepare students for a career in business and management;
- provide students with a thorough understanding of business and management practices at local, national and international levels;
- develop students' practical, transferable, intellectual, study, employability and enterprise skills;
- prepare students for postgraduate study and/or professional study;
- provide students with appropriate employability skills within the global context.

C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for General Business and Management and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2008), and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education 2010 have been used as a guiding framework for curriculum design.

Knowledge and Understanding of:	Teaching/learning methods & strategies	Assessment
<p>A1 The intricacies of organisations;</p> <p>A2 The complexity of the local, national and international external environments in which organisations operate;</p> <p>A3 The wide range of processes, procedures and practices of effective management;</p> <p>A4 The basic principles and ethical considerations of business and organizations;</p> <p>A5 One or more functional areas of business;</p>	<p>Acquisition of knowledge and understanding is through a combination of lectures, tutorials, coursework and project work at all levels of the programme.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p>	<p>Knowledge and understanding are assessed through a combination of examinations and assessed coursework in the form of essay assignments, project reports, portfolios and presentations.</p>
Intellectual skills - able to:	Teaching/learning methods & strategies	Assessment
<p>B1 Analyse and evaluate business information for decision-making purposes;</p> <p>B2 Utilise cognitive skills of critical thinking, analysis and synthesis.</p> <p>B3 Analyse and solve</p>	<p>Intellectual skills are developed through the programme by the methods and strategies outlined in section A, above.</p> <p>Cognitive skills are developed particularly at level 5 and level 6.</p> <p>Throughout, the learner is encouraged to further develop</p>	<p>Intellectual skills are assessed through examination and coursework.</p> <p>Assessment, which is both formative and summative, can take many forms, e.g. essay assignments, project</p>

business problems using appropriate techniques	intellectual skills by independent study.	reports, portfolios, presentations and IT-based activities.
B4 Analyse and evaluate the impact of the wider international, economic, political, legal and social environment on business organisations		
Practical skills - able to:	Teaching/learning methods & strategies	Assessment
C1 Apply a range of appropriate business techniques to analyse data to solve structured and unstructured business problems	Practical skills are developed through the programme by the methods and strategies outlined in sections A and B above.	Practical skills are assessed through coursework assignments, case study reports, presentations and IT-based activities.
C2 Conduct research into business and management issues through the creation, extraction and analysis of data from a range of sources		
C3 Apply and utilise relevant IT tools in the analysis and communication of business information		
Transferable skills - able to:	Teaching/learning methods & strategies	Assessment
D1 Communicate effectively, both orally and in writing;	Transferable skills are developed through the programme.	Transferable skills are assessed through the use of course work, oral presentations and examinations (Skills D1, D2, D3, D5.)
D2 Make effective use of IT tools for business	Skill D1 is developed through coursework, written reports, oral presentations and project reports. Skills D2, D5 and D6 are introduced through modules such as Methods and Systems for Business Decisions and further developed through project work and course assessments.	
D3 Manage time and resources effectively;	Skill D3 is developed as workloads are managed and deadlines have to be met.	
D4 Work effectively within a team;	Skill D4 is developed through tutorials and group-based coursework assessment.	Skill D4 is assessed by group based assessments.
D5 Manipulate, sort and present data;		
D6 Solve business problems and make business decisions effectively using appropriate quantitative and qualitative techniques		Skills D6 and D7 are assessed via course work and examinations.
D7 Learn to study effectively in preparation for life-long learning	Skill D7 is developed and promoted throughout the programme.	
D8 Demonstrate the ability to use academic, enterprise	Skills D8 and D9 are developed and promoted throughout the	Skill D8 is assessed through practical course work and

and employability skills in both scholarly and work-based environments

D9 Operate in the dynamic global arena and appreciate contemporary and cross cultural difference

programme, particularly in the Enterprise, Enhancing Employability and Exploring Business Ethics modules. Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.

group based business simulations.

Skill D9 is assessed through examination and in class tests.

D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in full time (three years) and part time modes, and the pathway covered in this programme specification leads to the award of a BA Honours in Business Administration. Entry is normally at Level 5 with suitable qualifications (e.g. 120 relevant credits) or Level 6 (e.g. 240 relevant credits). For any student joining at Level 4 it may be possible to transfer either then or at the start of Level 5 into the BA Honours Business programme. Any transfer is only with the agreement with the Programme Tutor. Intake is normally in Semester A (September).

Professional and Statutory Regulatory Bodies

All students are eligible to apply for the Chartered Management Institute Certificate in Leadership Level 5 if they have studied the core Enhancing Employability.

Work-Based Learning, including Sandwich Programmes

Students wishing to undertake a placement year and work towards a Sandwich award are required to transfer into BA Honours Business programme. Although the Business Administration programme does not include a placement year, students are actively encouraged to develop their employability skills through compulsory modules at Levels 5 and 6. At Level 5 students focus on Enhancing Employability in semester A, and the core Enterprise module in semester B students work in teams on a business simulation. In the final year on the core module entitled Business and Commercial Awareness students are required to take on the role of an organisational management team as they develop, plan and implement a new product or service for their organisation.

Study Abroad and Language Study

Students also have the opportunity to study abroad for one semester or a whole academic year at the end of Level 4. The degree title of those who successfully complete a year's study abroad will include 'With a Year Abroad' and those who successfully complete a semester abroad will have included in their title 'With Study Abroad'. Those students on the Business Administration programme who study 30 credits of language at each level can be awarded Business Administration with Language.

Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 (in section 2) identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure

Mode of study: Full time**Entry point:** Semester A**Level:** Levels 4,5 and 6.**Business Administration Degree Structure**

(Language of delivery – English)

Level 4 Modules						
Compulsory Modules Module Title	Module Code	Credit Points	% exam	% course work	% Practical	Semester
Accounting for Business	4BUS1043-0901	15	0	100		A
Economics for Business	4BUS1037-0901	15	0	100		A
Principles of Marketing B	4BUS1050-0206	15	0	100		B
Quantitative Methods for Business	4BUS1069-0206	15	50	50		B
The Business Professional	4BUS1061-0906	30	0	65	35	AB
In addition students choose 30 Credits of options either People Resourcing AND Global Perspectives or a Language across the year						
People Resourcing	4BUS1026-0901	15	0	100		A
Global Perspectives in Business	4BUS1028-0206	15	0	70	30	B
Language	Various	15 & 15	0	100		A & B
Level 5 Modules						
Compulsory Modules Module Title	Module Code	Credit Points	% exam	% course work	% Practical	Semester
Enhancing Employability	5BUS1085-0901	15	0	75	25	A
Exploring Business Ethics	5BUS1049-0901	15	70	30		A
Cross-cultural Management	5BUS1054-0206	15	70	30		B
Enterprise	5BUS1080-0206	15	0	100		B
Option Module List (60 credits, two modules in each of Semesters A and B) Please note these options are available subject to Timetable constraints – where there is a clash an alternative will need to be chosen.						
21st Century Consumer Marketing	5BUS1004-0901	15	50	50		A
Human Computer Interaction for Commercial Applications	5BUS1007-0901	15	0	50	50	A
Labour Market Policy	5BUS1035-0901	15	50	50		A
Management Accounting for Business Decisions	5BUS1038-0901	15	70	30		A
Marketing Planning	5BUS1032-0901	15	70	30		A
Organisational Psychology	5BUS1030-0901	15	70	30		A
Analysing Financial Information	5BUS1002-0206	15	50	50		B
Financial Management	5BUS1046-0206	15	60	40		B
Individual Employment Law	5LAW1003-0206	15	70	30		B
Mobile Business Technologies	5BUS1066-0206	15	0	100		B
Principles of Operations Management	5BUS1023-0206	15	60	40		B
Project Planning and Control	5BUS1008-0206	15	0	100		B
Language	Various	15 & 15	0	100		A & B

Level 6 Modules						
Compulsory Modules Module Title	Module Code	Credit Points	% exam	% course work	% Practical	Semester
Business & Commercial Awareness	6BUS0279-0901	15	0	100		A
Leadership and Organisations	6BUS1141-0901	15	0	100		A
Business Strategy	6BUS1143-0206	15	70	30		B
Contemporary Issues in Business and Management	6BUS1101-0206	15	0	100		B
<p align="center">Option Module List (60 credits, two modules in each of Semesters A and B) Please note these options are available subject to Timetable constraints – where there is a clash an alternative will need to be chosen.</p> <p align="center">There are some co-requisites where prior knowledge is required either through the study of the module specified below or an equivalent:-</p> <p>*4BUS1037 Economics for Business is a co-requisite for 6BUS1011 Issues in the Global Economy **4BUS1026 People Resourcing is a co-requisite for 6BUS1019 International Human Resource Management ***5BUS1046 Financial Management is a co-requisite for 6BUS1041 International Financial Management **** These Modules are not available in the UK but through Collaborative Partner provision</p>						
Corporate Governance ****	6BUS1004-0901	15	60	40		A
Electronic Commerce A	6BUS0184-0901	15	100	0		A
Employment Relations ****	6BUS1017-0901	15	60	30	10	A
Global Marketing Ethics and Culture	6BUS1025-0901	15	60	40		A
Management Science in Business	6BUS1083-0901	15	70	30		A
Social Networking and Enterprise	6BUS1062-0901	15	0	100		A
Creative Problem Solving for Managers	6BUS1047-0206	15	50	50		B
Forecasting Methods for Managers	6BUS1026-0206	15	0	100		B
International Financial Management ***	6BUS1041-0206	15	70	30		B
International Human Resource Management **	6BUS1019-0206	15	70	30		B
Issues in the Global Economy *	6BUS1011-0206	15	0	70	30	B
Small Business Management	6BUS1065-0206	15	50	50		B
Marketing Communications	6BUS1076-0906	30	60	40		AB
Market and Social Research ****	6BUS1082-0906	30	70	30		AB
Training and Development ****	6BUS1052-0906	30	40	60		AB
Language	Various	15 & 15	0	100		A & B

Progression to level 5 on the Honours route requires 120 credit points at Level 4. For students with less than 120 credits at Level 4 progression will be determined by the Programme Examination Board.

Progression to level 6 on the Honours route requires 240 credit points at levels 4 and 5, of which at least 120 credit points must be at level 5. For students with less than 240 credit points at levels 4 and 5 progression will be determined by the Programme Examination Board.

The award of an Honours Degree requires 360 credit points passed with a minimum of at least 120 credits at Level 6. An unclassified degree requires 300 credit points, with at least 180 credit points at level 5 or above, of which at least 60 credit points must be at level 6.

Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Award	Minimum requirements	Available at end of Level
University Certificate	45 credit points at level 4	4
Certificate of Higher Education	120 credit points at level 4	4, 5
University Diploma	180 credit points including at least 60 at level 5	5, 6
Diploma of Higher Education	240 credit points including at least 120 at level 5	5, 6
BABusiness Administration	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6
BA (Hons) Business Administration	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6
BA Business Administration with a Year Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6. With one academic year of study at an approved Institution in Europe or world wide	6
BA (Hons) Business Administration with a Year Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6. With one academic year of study at an approved Institution in Europe or world wide	6
BA Business with Language	300 credit points including 180 at level 6/5 of which 60 must be at level 6. 30 credits of language need to be successfully completed at Levels 4, 5 and 6.	6
BA (Hons) Business with Language	360 credit points including 240 at level 6/5 of which 120 must be at level 6. 30 credits of language need to be successfully completed at Levels 4, 5 and 6.	6
BA Business Administrationwith Study Abroad	300 credit points including 180 at level 6/5 of which 60 must be at level 6. With one academic semester of study at an approved Institution in Europe or world wide	6
BA (Hons) Business Administrationwith Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6. With one academic semester of study at an approved Institution in Europe or world wide	6

E. Support for students and their learning

Students are supported by;

- A programme/year tutor to help students understand the programme structure
- An induction week at the beginning of each new academic session
- Overseas Orientation
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, international student support, etc.
- Office of Dean of Students, incorporating Chaplaincy, Counselling and Nursery
- Medical Centre
- Student Support and Guidance Office to provide academic and pastoral support
- An International and Direct Entry Support Tutor
- A Disabled Student Coordinator
- An Equal Opportunities Officer
- A team of Academic Support Tutors
- An Exchange Programme Coordinator
- A European and Study Abroad Office
- A Careers and Placement Service for all current students and graduates
- A Mathematics Drop-in Centre
- Student representatives on programme committees
- A designated administrator
- The Students' Union
- StudyNet, a versatile on-line interactive intranet and learning environment
- Attractive modern study environments in Learning Resource Centres
- Guided student-centred learning through the use of StudyNet

F. Entry requirements

The normal entry requirements for the programme are:

- 300 UCAS points from a minimum of two GCE/VCE A levels or one VCE Double Award, or
- International Baccalaureate: pass diploma with 24 including 4 for SL English and 4 for SL Mathematics, or
- An overall pass in an Access to Higher Education Diploma with a Merit profile in the top 45 Level 3 Units, to include Grade C equivalence in English language and Mathematics (6 credits in each subject), if not addressed separately, meets the entry requirement for all of our courses. Or
- Equivalent qualifications to be assessed by the Admissions Tutor

Plus

GCSE English Language and Mathematics at grade C or above, or equivalent qualifications.

A minimum IELTS score of 6.0* or equivalent (inc. TOEFL 550 PBT (213 CBT, 79 iBT) will be accepted as equivalent to GCSE English Language at grade C.

[*IELTS at no lower than 5.5 in every band]

For all other non-standard applications, e.g. for (potential) applicants from elsewhere in the EU and/or for direct entry to Level 5 or above a decision will be made by the Hertfordshire Business School Undergraduate Admissions Team.

Students are eligible to join the programme at Level 5 or Level 6 if they meet the above requirements and in addition have 120 credit points at Level 4 or equivalent (to join at Level 5) plus a further 120 credit points at Level 5 or equivalent (to join at Level 6) subject to approval by the Hertfordshire Business School Undergraduate Admissions Team.

The programme is subject to the University's Principles, Policies, Regulations and Procedures for the Admission of Students to Undergraduate and Taught Postgraduate Programmes and will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

Section 2

Programme management

Relevant QAA subject benchmarking statements	General Business and Management 2007
Date of validation/last periodic review	February 13
Date of production/ last revision of PS	March 2013
Relevant intakes	All students entering September 2013
Administrative School	Hertfordshire Business School

Table 3 Course structure

Course details					
Course code	Course description				JACS
HBSBA	BA (Hons) Business Administration				N100
Course Instances					
Instances code	Intake	Stream	Instances Year	Location:	Mode of study
BASD1S	A	Business Administration	1	Hatfield	Full-time/sandwich
BASD2S	A	Business Administration	2	Hatfield	Full-time/sandwich
BASD3F	A	Business Administration	3	Hatfield	Full-time
BASD3S	A	Business Administration	3	Hatfield	Sandwich Placement/Study Abroad
BASD4S	A	Business Administration	4	Hatfield	Sandwich
BASD1P	A	Business Administration	2	Hatfield	Part-time
BASD2P	A	Business Administration	2	Hatfield	Part-time
BASD3P	A	Business Administration	3	Hatfield	Part-time
BASD4P	A	Business Administration	4	Hatfield	Part-time

BASD5P	A	Business Administration	5	Hatfield	Part-time
BASD6P	A	Business Administration	6	Hatfield	Part-time
BASD2EX	A	Business Administration	2	Hatfield	Part-time
BASD2FE BEX	A	Business Administration	2	Hatfield	Full-time
BASD2SE PEX	A	Business Administration	2	Hatfield	Full-time
FPBASS2 EX	A	Business Administration	2	Hatfield	Part-time
FPBASD2 FEBEX	A	Business Administration	2	Hatfield	Full-time
FPBASD2 SEPEX	A	Business Administration	2	Hatfield	Full-time

The programme is managed by;

- The Dean of School
- Associate Dean of School (AQA) who has delegated responsibility for programmes in the School of Business
- The Head of Department
- Programme Tutors who are responsible for the day to day management and who advise students on the programme as a whole
- An Admissions Tutor, with specific responsibility for open days and selection
- Designated administrators to deal with day to day administration associated with the programme
- Module Coordinators who are responsible for individual modules
- A Placements Officer to assist with the procurement of placements
- A programme committee, the membership of which includes student representatives from each level of study and key members of the Business School.

Programme-specific assessment regulations

The programme is compliant with the University's generic assessment regulations (Structure and Assessment Regulations for Academic Programmes, [UPR AS14](#)) with the exception of those listed below, which have been specifically approved by the University:

Further points of clarification and interpretation relevant to this specific programme are given below:

- There are two situations where, as a consequence of a perceived lack of engagement with the associated teaching and learning processes, the UHBS Module Board of Examiners will normally not permit referral in an individual module (FREF):
 - (a) where the aggregate mark in any Module is less than 20%, and/or
 - (b) where, at Levels 4 and 5 only, a student has been absent from more than 3 tutorial sessions in a Semester.

In these situations students will be required to repeat the diet of study (FREN) prior to re-assessment.

- Students who study abroad for one semester will be required to take the equivalent of 60 credits (30 ECTS) per semester at the partner institution. Study abroad for one semester will be translated on their University transcript of results as 60 credits (30 ECTS) based on the grades received from the partner institution (using appropriate grade translations). These grades may be may not be used to replace failed modules.
- The regulations above to those students who study abroad for one year but the requirement is to study the equivalent of 120 credits i.e. 60 credits per semester (30 ECTS per semester)
- Students who repeat a module and do not gain a pass grade may, after consultation with the Programme Tutor and confirmation by the Director of Undergraduate Programmes be permitted to study another appropriate module from the Hertfordshire Business School portfolio. Permission will only be given if the student's total programme of study covers all the learning outcomes of their programme.

Other sources of information

- Definitive Module Documents
- Module Guides
- StudentHandbook
- A-Z guide
<http://www.studynet1.herts.ac.uk/ptl/common/support.nsf/support?ReadForm>
- University of Hertfordshire Course website:
<http://www.herts.ac.uk/courses/>
- QAA Benchmark Statement website:
<http://www.qaa.ac.uk/AssuringStandardsAndQuality/subject-guidance/Pages/Subject-benchmark-statements.aspx>
- The Framework for Higher Education Qualifications in England, Wales and Northern Ireland, 2008:
<http://www.qaa.ac.uk/AssuringStandardsAndQuality/Qualifications/Pages/default.aspx>
- SEEC Credit Level Descriptors for Further and Higher Education 2010:
<http://www.seec.org.uk/sites/seec.org.uk/files/SEEC%20Level%20Descriptors%202010.pdf>
- External Quality Review report website:
<http://www.qaa.ac.uk/reviews/reports/instReports.asp?ukprn=10007147>
- UNISTATS website:
<http://www.unistats.com/>
- University of Hertfordshire Academic Quality website:
(StudyNet → Staff → Department Lists → Academic Quality Office)
- Structure & Assessment Regulations - Undergraduate & Taught Postgraduate Programmes, UPR AS14:
<http://sitem.herts.ac.uk/secreg/upr/AS14.htm>
- Learning and Teaching Policy and Graduate Attributes, UPR TL03:
<http://sitem.herts.ac.uk/secreg/upr/TL03.htm>

- Admissions - Undergraduate & Taught Postgraduate Students, UPR SA03:
<http://sitem.herts.ac.uk/secreg/upr/SA03.htm>
- Academic Quality, UPR AS17:
<http://sitem.herts.ac.uk/secreg/upr/AS17.htm>
Index of UPRs for students:
http://sitem.herts.ac.uk/secreg/upr_azlist_info.htm
- Information on Programme and Module External Examiners
<http://www.studynet1.herts.ac.uk/ptl/common/studentcentre.nsf/Teaching+Documents/184A221E5EECA6B780257A5C00250BA9?OpenDocument>

Other information relevant to the programme

None

University policies relevant to the Programme

The University undertakes to use all reasonable endeavors to deliver, assess and administer this programme in accordance with this Programme Specification. At the same time it is recognised that it is in the nature of academic developments that changes, for example to the structure, curriculum, and assessment of a programme may be necessary in order to ensure that the programme remains up to date, in response to issues raised as a result of on-going monitoring and evaluation, and/or in order to conform to new regulatory requirements imposed by this institution, by professional or statutory bodies, or by national or governmental bodies.

The programme operates within the guidelines and policies relating to equal opportunities and environmental issues which may be agreed from time to time by the Board of Governors and/or the Academic Board of the University.

Where the programme is offered in collaboration with another institution these policies and guidelines will normally be those of the partner institution.

The programme operates in accordance with the University's Regulations Governing Studies Involving the Use of Human Subjects ([UPR RE01](#)) agreed from time to time by the Academic Board of the University. However, where the programme is offered in collaboration with another institution (for example through a franchise arrangement for all or part of the programme) then specific approval must be obtained from the University for the operation of the programme within ethical guidelines prepared by the partner institution. The partner institution will be responsible for all insurance liability in connection with the observance of ethical guidelines.

Signed *Jenne Ball*

Date...1st May 2013.....

Choose an item.

Associate Dean of School (Academic Quality Assurance)

If you would like this information in an alternative format please contact:

Wendy Yellowley or Marilyn Farmer, Programme Tutors
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BA (Honours) Business Administration.**Table 2: Development of Programme Learning Outcomes in the Compulsory Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the compulsory constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

			Programme Learning Outcomes <i>(as identified in section 1 and the following page)</i>																					
			Knowledge and Understanding					Intellectual Skills				Practical Skills				Transferable Skills								
	MODULE TITLE	CODE	A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6	D7	D8	D9
Level 4	Accounting for Business	4BUS1043			✓		✓	✓	✓	✓		✓	✓	✓		✓	✓	✓		✓	✓	✓		
	Global Perspectives in Business or Language	4BUS1028	✓	✓		✓			✓		✓			✓		✓		✓	✓	✓		✓		✓
	Economics for Business	4BUS1037		✓				✓	✓	✓	✓	✓	✓	✓		✓		✓			✓	✓		
	Methods and Systems for Business Decisions	4BUS1019			✓		✓	✓	✓	✓		✓	✓	✓		✓	✓	✓		✓	✓			
	Principles of Marketing B	4BUS1050	✓	✓	✓	✓	✓	✓	✓		✓		✓			✓		✓			✓			
	The Business Professional	4BUS1061	✓		✓		✓	✓	✓	✓			✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
Level 5	Managing People	5BUS1037	✓	✓	✓	✓	✓		✓		✓	✓	✓			✓		✓	✓				✓	
	Exploring Business Ethics	5BUS1049	✓	✓		✓	✓		✓		✓		✓			✓		✓				✓		✓
	Enhancing Employability	5BUS1085	✓	✓	✓	✓		✓	✓			✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓
	Enterprise	5BUS1080	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓
Level 6	Business Strategy	6BUS1013	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓	✓	✓	✓	✓			✓
	Leadership and Organisations	6BUS1001	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓		✓	✓	✓	✓		✓	✓		✓
	Contemporary Issues in Business and Management	6BUS1101		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓		✓	✓	✓	✓	✓
	Business and Commercial Awareness	6BUS0279	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓

Key: Learning Outcome, which is assessed as part of the module ✓

Key to Programme Learning Outcomes

Knowledge and Understanding of:

- A1. The intricacies of organisations
- A2. The complexity of the local, national and international external environments in which organisations operate;
- A3. The wide range of processes, procedures and practices of effective business management
- A4. The basic principles and ethical considerations of business and organisations
- A5. One or more functional areas of business

Intellectual Skills – able to:

- B1. Analyse and evaluate business information for decision-making purposes
- B2. Utilise cognitive skills of critical thinking, analysis and synthesis
- B3. Analyse and solve business problems using appropriate techniques
- B4. Analyse and evaluate the impact of the wider international, economic, political, legal and social environment on business organisations

Practical Skills – able to:

- C1. Apply a range of appropriate business techniques to analyse data to solve structured and unstructured business problems
- C2. Conduct research into business and management issues through the creation, extraction and analysis of data from a range of sources
- C3. Apply and utilise relevant IT tools in the analysis and communication of business information

Transferable Skills – able to:

- D1. Communicate effectively, both orally and in writing
- D2. Make effective use of IT tools for business
- D3. Manage time and resources effectively
- D4. Work effectively within a team
- D5. Manipulate, sort and present data
- D6. Solve business problems and make business decisions effectively using appropriate quantitative and qualitative techniques
- D7. Learn to study effectively in preparation for life-long learning
- D8. Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments
- D9. Operate in the dynamic global arena and appreciate contemporary and cross cultural difference.