What you will study on the BA(Hons) Business Administration (online)

Module details

Level 4

The Business Professional (Part 1 & 2) (Online) 4FBS1119/ 4FBS1120

The module provides you with a series of academic skills and study strategies which will underpin their subsequent studies. It is composed of several themes which will include communication, thinking and methods of enquiry, IT-literacy, numeracy and the nature of knowledge. These will allow you to effectively match problem solving techniques to different scenarios. In doing so, you will be expected to operate in teams, reflect on their practice and recognise aspects for self-development and improvement.

These essential skills are developed and examined through a range of issues that are pertinent to the professional manager within a business environment.

Topics may include:

- The evolution of management theory
- Key management functions of planning, organising, leading and controlling
- The functional areas of business
- The context of business operations
- The role of operations and the operations manager within business

Global Perspectives in Business (Online) 4FBS1115

Internationalisation of business is creating a substantial increase in intercultural contact, which is reflected in the skills set of managers operating in a globalised world. Managers need to develop sensitivity to, and a critical understanding of, issues arising out of cultural difference, and to be equipped to manage and operate in diversity.
The module will explore themes of: a) concepts of culture, b) cultural differences and c) globalisation. It will also explore related ideas such as ethnocentrism and prejudice. It will look at, and draw upon, the work of leading theorists, such as Hofstede and Trompenaars, in the analysis of cultural difference.

It will look at cross-cultural differences in communication and negotiation style and considers the practical consequences of cultural difference for corporations and sojourners.

Types of international corporate culture will be examined, including expatriate staffing policies. The nature of culture shock will be explored

**People Resourcing (Online) 4FBS1121**

The module provides an introduction to people resourcing and contemporary practice in organisations. It examines the activities associated with attracting, selecting and employing people at work. Content includes:

- The role of HRM and the context in which people resourcing operates
- The psychological contract
- Recruitment advertising and new trends
- Selection methods
- HR planning and job design
- Flexibility at work and the outsourcing/off shoring debate
- Equality and diversity: issues for the resourcing practitioner
- The future of work

**Principles of Marketing (Online) 4FBS1118**

This initial marketing module, which assumes no prior knowledge of marketing, aims to introduce you to some of the key ideas of marketing and is suitable for both marketing and non-marketing students.

It examines the environment within which organisations operate and the role of marketing within the organisation so that you can understand the context within which marketing personnel work, and the different activities which are carried out under the umbrella term of ‘marketing’. Concepts central to an understanding of marketing are considered - segmentation; targeting and positioning; the product life cycle; the 4Ps; buyer behaviour, etc.

**Quantitative Methods for Business (Online) 4FBS1117**
This module introduces you to a number of essential mathematical and statistical techniques that are extensively used in business and management. Particular attention will be paid to the circumstances in which the methods considered should be employed.

The following quantitative methods will be included on this module: equations and graphs; measures of location and dispersion; indices; probability and normal distribution; basic optimisation; critical path analysis; correlation and simple linear regression; time series forecasting.

Appropriate software (eg Excel) will be used to support learning.

**Accounting For Business (Online) 4FBS1114**

The module provides an introduction to accounting from the manager's viewpoint.

Areas covered include the collection and reporting of accounting information to both internal and external users, as well as the use and interpretation of publicly available accounting information. The role of accounting in supporting the management functions of planning, control, and decision-making is also covered.

Indicative topics include:

- Preparation and presentation of a simple income statement and balance sheet, including the need for adjustments such as depreciation, accruals, prepayments and bad debts
- The difference between profit and cash
- Interpretation of an income statement and a balance sheet using ratio analysis;
- Costing: cost behaviour; marginal costing - methods and uses; absorption costing - methods and uses
- Budgeting: nature and purpose of budgeting; its contribution to planning, control and motivation in an organisation; preparation of simple budgets.

**Economics for Business (Online) 4FBS1116**

This module aims to enable you to understand the economic context of modern business by introducing and developing an appreciation of the utility of economic approaches in studying the business environment.

The basic tools and approaches which economists use, demand and supply and industry analysis, (among others) will be introduced and applied to help understand the economic issues involved and the public policy which can be derived.
Economics, of course, provides one of the key pillars of a solid education in business and this module represents some first steps in this direction as well as highlighting some of the major contemporary issues in our society, such as the credit crunch and recession.

**Level 5**

**Cross Cultural Management (Online) 5FBS1208**

The module provides a contemporary, applied and critical approach to the study of cross-cultural management in an organisational context. It is particularly relevant to students of International Business and Human Resources, but should also be of interest to any student wishing to pursue a career in international business or involved in working within multi-cultural environments.

Content includes:

- The examination of cross cultural management theorists (including Hofstede and Trompenaars) - a critical perspective;
- Cross-cultural aspects of leadership and motivation;
- Ethnocentrism in management theory;
- Cross-cultural communications: the effect of language and cultural factors on negotiating and communication styles;
- Multi-cultural team working: collaboration and cooperation across national/cultural boundaries;
- Cross-cultural management and human resource management practices;
- Managing international assignments, the expatriate manager.

**Enterprise (Online) 5FBS1206**

In this module, you will study the nature of enterprise and entrepreneurship, its importance to society and the individual personal opportunities that the development of enterprise skills provides.

You will also work in a team to identify a new business opportunity and take this idea through the full business planning cycle.

**Analysing Financial Information (Online) 5FBS1209**

You will start by looking at the needs of the different user groups in financial accounting and the overall characteristics of useful accounting information. The module then moves onto the processes involved in the preparation of accounts, focusing on key regulatory influences. You will then produce financial statements in
line with key regulations, focusing on selected important judgments made in arriving at accounting policies. Finally, you will use ratios and other analytical tools to draw conclusions from financial information presented to you.

**Project Planning and Control (Online) 5FBS1211**

Project management is essential in all business development and this module gives you experience of managing the project process. Typical contents include:

- An introduction to project management
- Project initiation and planning
- Working in project teams
- Risk identification, analysis and planning
- Quality in projects
- Project monitoring, evaluation and control
- Time, cost and quality/performance
- Earned value
- Managing changes to the project
- Project closure and evaluation

The module provides a sound basis for further professional studies such as the Association for Project Management (APM) Introductory Certificate in Project Management.

**Exploring Business Ethics (Online) 5FBS1204**

The module provides a contemporary, applied and critical approach to the study of ethics as applied to business and management. It examines the behaviour, decision-making and legal implications within which business and public sector organisations may be expected to operate; and the individual choices that employees may make when faced with ethical dilemmas. The module will address perspectives suggested by the international presence of organisations; the influence of consumers and the media on expectations of business ethics; cross-cultural issues in business practice.

Content typically includes:

- Different philosophical and cultural approaches to ethics and as to what is considered ethical
- The importance of ethics in business
- The rise of corporate social responsibility and citizenship, and arguments for and against
• Ethical issues in different areas of management, for example human resources, marketing, accounting, supply, share-holder roles, public ownership issues, competitive practice
• International business ethics – the impact of globalisation and multi-national companies on business ethics

Marketing Planning (Online) 5FBS1207

This module focuses on the role and application of marketing planning. It includes detailed work on the marketing audit which examines the macro and micro factors which impact on organisations, segmentation, market research, and strategic application of the marketing mix. As pre-requisites, you should have studied the level four module of Principles of Marketing or an equivalent elsewhere.

At the end of the module, you should be able to identify the usefulness of marketing planning in a range of situations, outline a basic marketing plan and understand the application of the planning process in a variety of existing organisations.

The module is delivered online and includes written content and online exercises supported by relevant text books. You will be expected to work independently and research using electronic resources in order to produce a marketing audit, based on existing companies, which is assessed. You will then go on to complete a second piece of assessed coursework - a marketing plan that will build upon the marketing audit in coursework 1.

Principles of Operations Management (Online) 5FBS1210

The module is designed to provide a solid understanding of operations management methods. You will gain experience together with knowledge of techniques and tools to support decisions made within the context of operations. There will be an opportunity to gain a clear understanding of quantitative and qualitative approaches to operations management and you will be introduced to the use of software to aid decision-making.

The schedule will include:

• Introduction to operations management
• Operations strategy
• Product planning
• Quality management and control
• Forecasting demand
• Process planning
• Measuring and improving performance
• Managing capacity
• Resource planning
• Managing the supply chain
• Facilities location

Enhancing Employability (Online) 5FBS1205

The module will provide you with an understanding of the graduate employment market; and optimising their employment prospects. It will enable you to understand the needs of employers: identify sources of information & skills development: and use a range of techniques to enhance their employability.

The module will centre on identifying and marketing the skills, knowledge and achievements of individuals and conveying them to potential employers. The module will be based around the Confederation of British Industry’s (CBI) employability framework.

You will identify the essential skills & knowledge in their own career or sector, and use reflective skills to consider yourselves from the employer perspective. You will identify a potential career area and produce a personal development plan and career portfolio.

Module content will typically include:

• The changing nature of the workplace
• The employer perspective
• Developing a brand and sales approach to marketing for employment

Level 6

Business and Commercial Awareness (Online) 6FBS1237

This module is essentially workshop-based, where you will role play members of an organisational management team as they develop plan and implement a new product or service for their organisation. The module will consolidate functional business knowledge and provide you with an opportunity to integrate theories and gain experience in a simulated business environment. You will be encouraged to reflect upon that experience in preparation for their future business careers.

Business Strategy (Online) 6FBS1233

The module will introduce you to a range of issues and challenges confronting strategic leaders of public, private and third sector organisations in a turbulent global
environment. It will focus on the many conflicting perspectives within the subject of strategic management and consider the problems involved in researching and developing strategies and plans and implementing them within the limitations of the organisation. It considers a range of analytical techniques and concepts, both applying them and critically evaluating their usefulness through the use of case study work.

The module includes a comprehensive review of current strategic issues, identifying the contradictions and paradoxical nature of strategic decision-making and strategic planning. This module’s coverage of the themes of strategic position and strategic choice is designed to complement the study of strategy in action/implementation in the module ‘Leadership and Organisations (Online)’.

Digital Economy (Online) 6FBS1238

This module covers:

- Definition of digital economy
- Development of digital economy
- Digital economy as part of the total company profile
- Approaches to digital economy
- Internal and external effects of digital economy
- International methods of digital economy
- Strategic advantage through digital economy

Leadership and Organisations (Online) 6FBS1234

This module explores leadership and management within the context of the business organisation, complementing the knowledge and understanding of strategic issues developed through studies on the companion module ‘Business Strategy (Online)’.

It examines the development of leadership and management theory as well as discussing contemporary applications of theoretical approaches. Leadership styles and models are analysed, including their impact on follower performance. You will be constantly reminded that the leaders of organisations often experience strategy in action/implementation as a messy, unstructured process.

Up-to-date real world examples will be used, together with textbook cases to appraise the effectiveness of particular organisational leadership styles and to show how strategic leaders and their followers interact in practice.

Contemporary Issues in Business and Management (Online) 6FBS1235
This module will bring together a range of current research on contemporary strategic issues in business and management and enable you to consolidate their understanding of these issues, whilst giving you the skills and opportunity to examine and evaluate alternative valid views.

You will be asked to use their research skills to develop an in-depth understanding of these contemporary issues while being encouraged to examine and question the legitimacy of alternative approaches to management and to evaluate the impact, if any, of these issues on a business' strategic development.

You are expected to draw on the whole range of knowledge and skills developed during their studies when reviewing research literature and evaluating business and management responses to contemporary issues.

**Global Marketing, Ethics and Culture (Online) 6FBS1240**

Global marketing success is a function of perspective, opportunity, motivation, organisation, knowledge and skills. The challenge for today's global marketers is to identify those opportunities appropriate to the firm, to develop appropriate marketing strategies and build and sustain competitive advantages in co-operation with other members of the firm as well as external partners.

To this end, the module will provide learning opportunities to appreciate current writings and perspectives on the global marketing environment. Opportunities will be given to analyse different global marketing organisations and their environments, suggest and implement realistic strategies and plans and control mechanisms.

The module addresses global issues such as the macro environment, market entry strategies, communication, price, planning and control.

**International Human Resource Management (Online) 6FBS1239**

The module provides contemporary, applied and critical insights into the management of people across borders and in multinational corporations (MNCs). The HR implications of managing international assignments are investigated, and in-depth exposition provided of HR contexts and features in major global regions.

Whilst having particular appeal to those specialising in HRM and international business, the module is relevant to all those working or planning to work in an international environment.

Typical content includes:

- Analysis of differences between national and international HRM.
• Cultural and Institutional explanations for international variations in HRM contexts and practices.
• Examining the structures and strategies of MNCs, ethical issues impinging upon international business in the field of employment.
• Managing the expatriation cycle-recruitment, training, pay, performance management and repatriation.
• Theories of expatriate adjustment and equal opportunities in international staffing.
• Analysis of industrial relations structures/systems for employee participation in the US, Europe and Japan.
• Exploration of political/economic environments and major features of HR/employment practice in the Americas, Europe, East Asia and developing countries.
• Critical evaluation of convergence and divergence debates.

Issues in the Global Economy (Online) 6FBS1241

This module explores the fundamental economic changes in the global economy and their implications for the core and transition economies (ie previously planned communist economies), as well as the developing countries. Broadly speaking, the module will cover the issues related to the changes in international production networks, technology, global financial structures, trade patterns, income distribution and poverty.

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