

Title of Programme: BA (Honours) Business Administration (Online)

Programme Code: BSWBA

# Programme Specification

This programme specification is relevant to students entering:  
01 September 2022

Associate Dean of School (Academic Quality Assurance):  
Veronica Earle

Signature



A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

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**Summary of amendments to the programme:**

Section	Amendment

If you have any queries regarding the changes please email [AQO@herts.ac.uk](mailto:AQO@herts.ac.uk)

# Programme Specification

## BA (Hons) Business Administration (Online)

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

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	University of Hertfordshire
<b>University/partner campuses</b>	Online
<b>Programme accredited by</b>	Not applicable
<b>Final Qualification</b>	BS (Honours)
<b>All Final Award titles (Qualification and Subject)</b>	Business Administration
<b>FHEQ level of award</b>	6
<b>UCAS code(s)</b>	N/A
<b>Language of Delivery</b>	English

#### A. Programme Rationale

This programme is designed to cater to working adults who wish to add to their qualification, those who are returning to work or looking to change their careers. The fully supported, online, part-time mode, using our e-learning platform 'StudyNet', will be an advantage when juggling students' commitments and other responsibilities.

In common with the campus-based BA (Honours) Business Administration, it aims to promote the employability of its graduates in order that they can thrive in an increasingly competitive environment. It achieves this through a blend of academic study, intercultural awareness and employability as well as enterprise skills development.

Graduates of this business education are equipped for the demands of a career in general management.

Distinctive features of this programme include:

- As a standard programme, students will study levels 4, 5 and 6 over three years at an accelerated part-time rate (over three semesters for each academic year)
- For level 6 or the final year entry there is three (3) start dates per academic year with the opportunity for completion within a year at an accelerated part-time study rate (over three semesters)
- No formal examinations - 100% coursework
- All materials delivered through StudyNet (our Virtual Learning Environment)

#### 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 within a 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 (2015) and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2021) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
<p>A1- Examine the intricacies of organisations;</p> <p>A2- Analyse the complexity of the local, national and international external environments in which organisations operate;</p> <p>A3- Research the wide range of processes, procedures and practices of effective management;</p> <p>A4- Explore the basic principles and ethical considerations of business and organizations;</p> <p>A5- Study one or more functional areas of business.</p>	<p>Acquisition of knowledge and understanding is through a combination of written materials, on-line discussion, guided reading among specialist textbooks and journals, formative assessment and coursework.</p> <p>Online distance mode guidance will be by through initial Programme Induction, individual module inductions, Online materials, Online discussion groups, and may be augmented by individual student/tutor communication.</p> <p>A2 is particularly explored in Global Perspectives in Business; A4 is developed in Exploring Business Ethics; and all knowledge and understanding is developed throughout 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 coursework (100%).</p> <p>Assessment, which is both formative and summative, can take many forms, e.g. essay assignments, project reports, portfolios, presentations and business scenario activities.</p>
Intellectual skills	Teaching and learning methods	Assessment strategy
<p>B1- Analyse and evaluate business information for decision-making purposes;</p>	<p>Intellectual skills specific to business and management are developed throughout the programme by the methods and</p>	<p>Intellectual skills are assessed through coursework;</p>

B2- Utilise cognitive skills of critical thinking, analysis and synthesis.	strategies outlined in section A above;	Assessment, which is both formative and summative, can take many forms, e.g. essay assignments, project reports, portfolios, presentations and business scenario activities.
B3- Analyse and solve business problems using appropriate techniques;	Cognitive skills are developed particularly at levels 5 and 6;	
B4- Analyse and evaluate the impact of the wider international, economic, political, legal and social environment on business organisations	Throughout, the learner is encouraged to develop intellectual skills further by independent study	
<b>Practical skills</b>	<b>Teaching and learning methods</b>	<b>Assessment strategy</b>
C1- Apply a range of appropriate business techniques to analyse data to solve structured and unstructured business problems;	Practical skills are developed throughout 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 business scenario activities.
C2- Conduct research into business and management issues through the creation, extraction and analysis of data from a range of sources;	C2 is developed through module, coursework assignments and project work, with particular reliance upon The Business Professional, Enhancing Employability, Enterprise, Business Strategy, Leadership and Organisations and Contemporary Issues in Business and Management modules;	
C3- Apply and utilise relevant IT tools in the analysis and communication of business information.	C3 is developed throughout the modules.	
<b>Transferable skills</b>	<b>Teaching and learning methods</b>	<b>Assessment strategy</b>
D1- Communicate effectively, both orally and in writing;	Transferable skills are developed throughout the programme by the methods and strategies outlined in sections A, B and C above.	Transferable skills are assessed through a variety of means.  Skill D1 is assessed through coursework, oral presentations and reports.  Skill D2 and D9 are developed throughout the programme and assessed via in-course assessment.  Skill D4 is assessed by group-based coursework assessment.  Skills D5 and D6 are assessed via assignments and reports.  Skill D8 is assessed via assignments.
D2- Use commonly available IT tools for business effectively;	Skill D1 is developed through feedback on coursework reports, oral presentations and project reports.	
D3- Manage time and resources effectively;	Skill D2 is introduced specifically through the level 4 module Quantitative Methods for Business and Management developed in preparing in-course assessments.	
D4- Work effectively within a team;	Skill D3 is developed throughout the programme	
D5- Manipulate, sort and present data;	Skill D4 is developed through tutorials and group-based coursework assessment.	
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;	Skills D5 and D8 are developed through assignment work. Skill D6 is developed through assignment work.	Note: Skills D3 and D7 are not directly assessed.
D8- Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments;	Skill D7 is developed and promoted throughout the programme.	
D9- Operate in the dynamic global arena and appreciate contemporary and cross cultural difference	Skill D9 is developed and promoted throughout the programme, particularly in Global Perspectives in Business, Exploring Business Ethics and Contemporary Issues in Business and Management modules.  Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan	

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

The programme is offered in a standard and top-up part-time mode over three, four or five years. It leads to the award of BA (Hons) Business Administration.

Entry is normally at level 4 with suitable A-level or equivalent qualifications, but it is possible to enter at level 5 or 6 with suitable qualifications, such as an HND Business, or Foundation degree in Business/Business Management.

Intake for Levels 4 and 5 is normally in Semester A (September), and these students normally study three modules in Semesters A and B respectively with two final modules in Semester C. Level 6 students may commence study in Semester A (September), B (January) or C (May). All students may study at the faster rate of 120 credits over three consecutive semesters for each level, completing within three years of study or opt for a flexible study plan, subject to discussion and confirmation with the Programme Leader.

### Professional and Statutory Regulatory Bodies

N/A

### Work-Based Learning, including Sandwich Programmes

N/A

### Erasmus Exchange programme

N/A

### 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 identifies where each learning outcome is assessed.

## Table 1a Outline Programme Structure

**Mode of study** Part Time

**Entry point** Semester A, B or C

### Level 4

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Accounting for Managers	4WBS0040	15	English	0	100	0	A
Economics for Business	4WBS0003	15	English	0	100	0	B
The Business Professional (Part 1)	4WBS0014	15	English	0	70	30	A
The Business Professional (Part 2)	4WBS0020	15	English	0	80	20	A
Global Business Environment	4WBS0038	15	English	0	70	30	B
Principles of Marketing	4WBS0006	15	English	0	60	40	B
Quantitative Methods for Business and Management	4WBS0008	15	English	0	100	0	C
People and organisations	4WBS0034	15	English	0	100	0	C

Progression to level 5 on the honours route requires 90 credit points with 120 credit points to have been studied at level 4; for students with less than 120 credits at level 4 progression will be determined by the Programme Examination Board.

### Level 5

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Enterprise	5WBS0037	15	English	0	70	30	C
Marketing Planning	5WBS0006	15	English	0	100	0	A
Principles of Operations Management	5WBS0008	15	English	0	100	0	A
Analysing Financial Statement	5WBS0035	15	English	0	100	0	A
Enhancing Employability	5WBS0039	15	English	0	70	30	B
Exploring Business Ethics	5WBS0022	15	English	0	100	0	B,C
Cross Cultural Management	5WBS0010	15	English	0	100	0	B
Project Planning and Control	5WBS0016	15	English	0	100	0	B

Progression to level 6 on the honours route requires 210 credit points at levels 4 and 5, of which at least 120 credit points must be at level 5; and 240 credits must have been studied at levels 4 and 5. For students with less than 240 credit points at levels 4 and 5, progression will be determined by the Programme Examination Board.

## Level 6

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Business and Commercial Awareness	6WBS0019	15	English	0	100	0	A
Business Strategy	6WBS0008	15	English	0	100	0	A,B
Global Marketing, Ethics and Culture	6WBS0031	15	English	0	100	0	A,C
International Human Resource Management	6WBS0014	15	English	0	100	0	B
Issues in the Global Economy	6WBS0033	15	English	0	100	0	B
Leadership and Organisations	6WBS0016	15	English	0	100	0	B
Digital Economy	6WBS0035	15	English	0	100	0	C
Contemporary Issues in Business and Management	6WBS0010	15	English	0	100	0	C

The award of an honours' degree requires 360 credit points, with at least 240 credit points at level 5 or above, of which at least 120 credit points must be 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:

Final Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
BA (Hons)	Business Administration	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)



Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
University Certificate		45 credit points at level 4	4	See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
Certificate of Higher Education		120 credit points at level 4	4, 5	<i>For named awards, list all relevant learning outcomes, e.g. A1, A3, A4, B1, B2, C1, C5, D1, D2, D3</i> <b>OR</b> <i>For untitled awards: See UPR AS11, section 13:</i> <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
Diploma of Higher Education		240 credit points including at least 120 at level 5	5, 6	<i>For named awards, list all relevant learning outcomes, e.g. A1, A3, A4, B1, B2, B6, C1, C5, D1, D2, D3, D6</i> <b>OR</b> <i>For untitled awards: See UPR AS11, section 13:</i> <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
BA	Business Administration	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	<i>A2, A5, B1, B2, B3, B4, C1, C2, D1, D3, D7, D9</i>

## Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) and [UPR AS14](#)) with the exception of those listed below, which have been approved by the University:

Mature students with GCSE English Grade C but no further formal academic qualifications may, at the discretion of the Programme Tutor, apply initially to take three modules over four consecutive semesters as an alternative, preliminary admissions route. These modules must include 'Quantitative Methods for Business (Online)' and 'The Business Professional 1 (Online)' and one further module selected by the Programme Tutor in liaison with the applicant. If these modules are all passed within the four semester period, at first attempt, then the student can then register to study on BA Business Administration (Online). This is a programme-specific regulation.

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

The above exemption was gained through the University Committee Recruitment and Admissions Policy Review Committee (RAPRC) in March 2014, and subsequently agreed at ARAAG in June 2014 (confirmed by the Academic Registrar).

- Students who fail a module will be provided with support sessions to help them improve their knowledge and understanding and the referral assessments will take place at the end of the following semester.
- Module examination boards will receive first sit modules and refer/defer modules.
- There will be both module and awards boards at the end of each semester as specified in the academic calendar.



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## E. Management of Programme & Support for student learning.

### Management

The programme is managed and administered through:

- The Hertfordshire Business School (HBS) Deputy Dean
- Associate Dean Academic Quality Assurance
- An HBS Programme Leader who is responsible for the day to day management of the programme
- HBS Module Leaders and Tutors who are responsible for the delivery of individual modules
- A Programme Committee, to which students contribute via the online programme forum.  
The membership of which includes student representatives from each level of study and key members of UH staff, including the Programme Leader.

### Support

Students are supported by:

- A dedicated Programme Leader
- Student programme handbook provided online to explain the programme and give calendar of events for an academic year
- Academic module support and programme management
- Student pastoral support through the Student Support and Guidance Office
- Student representation in the procedures for management and delivery of the programme, through the online programme forum, the University's managed learning environment and the student feedback mechanism
- An online skills module entitled Academic Skills Enhancement (0WBS0001)

#### **UH Online providing:**

- Online Induction material to assist in starting the programme and settling into it
- Module materials
- First line support
- Technical support
- A designated UHO programme administrator

#### **UH providing:**

- StudyNet, a versatile online interactive learning environment, with many built in features to support accessibility for both able and disabled students.
- Access to extensive digital collections of information resources
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, international student support available on-line etc.
- Office of the Dean of Students, incorporating Chaplaincy, Counselling etc.
- A University-based Disabled Student Co-ordinator
- An Equal Opportunities Officer
- The Students' Union
- Guided student-centred learning through the use of StudyNet
- An on-line Careers Service for all current students and graduates

Extensive guidance for overseas students about studying in the English language, provided online at <http://www.uefap.co.uk>

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## F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;

- A Module Guide for each constituent module.

The [Ask Herts](#) website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: <https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/>.

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## G. Entry requirements

The normal entry requirements for the programme are:

For current entry tariff point requirements, please refer to the relevant page for the Course on the University website or on the online prospectus.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

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If you would like this information in an alternative format please contact:  
Programme Leader, Grace He [p.he1@herts.ac.uk](mailto:p.he1@herts.ac.uk)

If you wish to receive a copy of the latest External Examiner's Report for the programme, please email a request to [dhaq@herts.ac.uk](mailto:dhaq@herts.ac.uk)

## BA (Hons) Business Administration (Online)

**Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the 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 (as identified in section 1 and the following page)																						
		Knowledge & Understanding					Intellectual Skills				Practical Skills				Transferable Skills							
		A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	D1	D2	D3	D4	D5	D6	D7	D8	D9
Level 4	Module Title	Module Code																				
	Accounting for Managers	4WBS0040			x		x	x		x	x				x	x			x	x		
	Principles of Marketing	4WBS0006	x	x	x	x	x	x		x	x	x		x		x	x		x	x	x	
	The Business Professional (Part 1)	4WBS0014	x		x		x	x	x	x	x	x	x	x	x	x		x		x	x	
	People and organisations	4WBS0034	x	x	x	x	x	x	x	x	x	x		x	x	x	x		x	x	x	
	Economics for Business	4WBS0003		x				x	x	x	x	x	x	x		x			x	x		
	The Business Professional (Part 2)	4WBS0020	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Quantitative Methods for Business	4WBS0008			x		x	x	x	x		x	x	x	x	x		x	x	x		
Level 5	Global Business Environment	4WBS0038	x	x		x			x				x	x		x	x	x		x		x
	Analysing Financial Statement	5WBS0035	x	x	x	x	x	x	x		x		x	x	x	x		x	x	x		
	Marketing Planning	5WBS0006		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Enhancing Employability	5WBS0039		x		x			x			x	x	x	x	x	x	x			x	x
	Enterprise	5WBS0037	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Project Planning and Control	5WBS0016	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x
	Cross Cultural Management	5WBS0010	x	x	x	x	x		x		x		x	x	x		x	x			x	x
	Exploring Business Ethics	5WBS0022	x	x		x	x		x		x		x		x		x			x	x	
Level 6	Principles of Operations Management	5WBS0008	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x		x
	Business Strategy	6WBS0008	x	x	x	x	x	x	x	x	x	x		x	x	x			x	x		x
	Business and Commercial Awareness	6WBS0019	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Global Marketing, Ethics and Culture	6WBS0031	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	International Human Resource Management	6WBS0014	x	x	x	x	x	x	x	x	x	x		x		x	x		x	x	x	x
	Leadership and Organisations	6WBS0016	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x	x	x	x
	Issues in the Global Economy	6WBS0033					x	x	x	x	x	x		x	x	x				x		x
	Digital Economy	6WBS0035	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x
Contemporary Issues in Business and Management	6WBS0010		x		x	x	x	x	x	x	x	x		x	x	x		x	x	x	x	

## KEY TO PROGRAMME LEARNING OUTCOMES

### Knowledge and Understanding

- 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

- 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

- 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

- D1. Communicate effectively, both orally and in writing
- D2. Use commonly available IT tools for business effectively
- 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

## Section 2

### Programme management

**Relevant QAA subject benchmarking statements**  
**Type of programme**  
**Date of validation/last periodic review**  
**Date of production/ last revision of PS**  
**Relevant to level/cohort**  
**Administrative School**

General Business and Management (2015)  
Undergraduate  
November 18  
March 2022  
Level 4 entering September 2022  
Hertfordshire Business School

**Table 3 Course structure**

Course details		
Course code	Course description	HECOS
BSWBA	BA (Hons) Business Administration (Online)	HECOS Code(s) 100079