

Title of Programme: BA (Hons) Business Administration

Programme Code: BSBA

# Programme Specification

This programme specification is relevant to students entering:  
01 September 2023

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

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).

## Section 1

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	University of Hertfordshire
<b>University/partner campuses</b>	De Havilland
<b>Programme accredited by</b>	N/A – some exemptions are available from professional bodies
<b>Final Qualification</b>	BA (Hons)
<b>All Final Award titles</b>	BA (Hons) Business Administration
<b>(Qualification and Subject)</b>	BA (Hons) Business Administration with a Year Abroad
	BA (Hons) Business Administration with Study Abroad
	All titles are available with the following suffix: (Sandwich) with a Year Abroad with Study Abroad with Employment Experience
<b>FHEQ level of award</b>	6

## A. Programme Rationale

BA (Hons) Business Administration provides students with a thorough grounding across the core knowledge areas of business and management, to prepare them for a career in Business, and transferable skills to apply learning direct to the workplace. Students will study subjects such as marketing, business strategy, economics, leadership and enterprise, with a variety of options to explore specialisms in their second and third years of study. Opportunities for real world research, placements and Study Abroad (from mainland Europe to the US, Australia and Hawaii) further enhance the employability of our students, helping them to acquire transferable skills and wider business experiences to compete and thrive as graduates. The course is ideal for students with a passion for business and an aptitude for leadership and organisation, whether they are interested in graduate schemes in major companies, or smaller, creative businesses, or even starting out on their own.

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.

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## B. Educational Aims of the Programme

### Diversity and Inclusion

Our programmes are purposefully designed to enable all students to engage meaningfully with the curriculum by being accessible and representative. We will support students to shape their learning experience, removing barriers and enabling them to succeed. The curriculum explicitly includes multiple and representative perspectives, valuing collective identities and individual diversity. Learning, teaching and assessment activities help students to understand how they can enhance outcomes both for themselves and for others. All students belong to a learning community, and during their studies we really want to hear their voices, encourage them to listen to others, and express themselves.

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:

- ready 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;
- equip students with appropriate employability skills within the global context.

### Graduate Attributes

Our graduates will be capable and professional, creative and enterprising, and will build their social and global awareness throughout. In addition to their subject expertise and proficiency, as a University of Hertfordshire graduate, they will be:

- Professionally focused
- Globally minded
- Sustainability driven
- Digitally capable and confident
- Inclusive and collaborative
- Evidence based and ethical

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## 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 organisations;</p> <p>A5- Study one or more functional areas of business;</p>	<p>Acquisition of knowledge and understanding is through 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	Teaching and learning methods	Assessment strategy
<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 business problems using appropriate techniques</p> <p>B4- Analyse and evaluate the impact of the wider international, economic, political, legal and social environment on business organisations.</p>	<p>Intellectual skills are developed through the programme by the methods and strategies outlined in section A, above. Cognitive skills are developed particularly at level 5 and level 6.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study</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 reports, portfolios, presentations and IT-based activities.</p>

Practical skills	Teaching and learning methods	Assessment strategy
<p>C1- Apply a range of appropriate business techniques to analyse data to solve structured and unstructured business problems</p> <p>C2- Conduct research into business and management issues through the creation, extraction and analysis of data from a range of sources</p> <p>C3- Apply and utilise relevant IT tools in the analysis and communication of business information.</p>	<p>Practical skills are developed through the programme.</p> <p>Students use IT labs in working with computer programmes to analyse and present findings. The Business Professional at Level 4 introduces students to university-level research skills and the wide range of resources available, and students continue to build on this knowledge throughout their studies. Business Analysis is taught in Quantitative Methods for Business, and the IT skills learned there continue to be applied and developed in subsequent modules, learning to use business information to inform decision making and recommendations.</p>	<p>Practical skills are assessed through coursework, assignments, case study reports, presentations and IT-based activities.</p>
Transferable skills	Teaching and learning methods	Assessment strategy
<p>D1- Communicate effectively, both orally and in writing;</p> <p>D2- Make effective use of IT tools for business</p> <p>D3- Manage time and resources effectively;</p> <p>D4- Work effectively within a team;</p> <p>D5- Manipulate, sort and present data;</p> <p>D6- Solve business problems and make business decisions effectively using appropriate quantitative and qualitative techniques</p> <p>D7- Learn to study effectively in preparation for life-long learning</p> <p>D8- Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments</p>	<p>Transferable skills are developed through the programme.</p> <p>Students communicate informally and formally through groupwork and interactions in seminars and workshops. Guidance and then feedback on coursework steers students towards professional report writing – a skill that translates directly into the workplace. We try to develop independent researchers at UH, from the initial modules that equip students with the independent learning skills and methods to get organised, to the more complicated skills audits that students undertake to identify their strengths, and areas to enhance further with help of the study skills support available in the Business School.</p> <p>Emphasis on real world case studies, including international case studies, help to ensure that students regularly relate the theory that they learn to the practice that they analyse. This includes solving 'messy problems' at Levels 4 and 5 and utilising business intelligence to make decisions and recommendations.</p> <p>Skills D8 and D9 are developed and promoted throughout the programme, particularly in the Enterprise, Professional Development in the Workplace and Exploring Business Ethics modules.</p>	<p>Transferable skills are assessed through the use of course work, oral presentations and examinations (Skills D1, D2, D3, D5)</p> <p>Skill D4 is assessed by group-based assessments.</p> <p>Skills D6 and D7 are assessed via course work and examinations.</p> <p>Skill D8 is assessed through practical course work and group-based business simulations.</p> <p>Skill D9 is assessed through examination and in class tests.</p>

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

Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.

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

The programme is offered in full time (3 years), sandwich (4 years) and part time (6 years) modes, and leads to the award of a BA Honours in Business Administration. Intake is normally in Semester A (September), and by exception into Semester B.

### Professional and Statutory Regulatory Bodies

Students studying Principles of Marketing at L4 can apply for exemptions from the Chartered Institute of Marketing on the completion of additional course work.

All students are eligible to apply for the Chartered Management Institute Certificate in Leadership Level when studying.

Students studying modules options relating to Human Resource Management disciplines can apply for Associate Membership of the CIPD.

### Work-Based Learning, including Sandwich Programmes

The Business Administration programme includes the option to undertake a placement year after completion of L5. (International Students are required to check their visa eligibility to undertake a placement). Students are actively encouraged to develop their employability skills through compulsory modules at Level 5 in Enhancing Employability in semester A and the core Enterprise module in semester B, students have the opportunity to 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.

A sandwich award requires the successful completion of at least 30 weeks placement activity (or students can opt to take a maximum of two separate placements, neither of which should be normally less than 12 weeks in duration). Students at HBS are then required to submit and pass a Placement Portfolio in order to gain the suffix '(Sandwich)' to their award. Information and support is available from the University's Careers, Employment and Enterprise Service. See UPR11 2.4.1:

[https://www.herts.ac.uk/\\_data/assets/pdf\\_file/0016/232504/AS11-Schedule-of-Awards.pdf](https://www.herts.ac.uk/_data/assets/pdf_file/0016/232504/AS11-Schedule-of-Awards.pdf)

### Student Exchange programme

#### Incoming Exchange

The degree programme is open to all exchange students who select option choices from across the programme. The Business Administration degree programme also forms part of the dual award with partner institutions where students attend UH for level 6, which is the basis of their final award.

#### Study Abroad

Students have the opportunity to study abroad (within Europe or worldwide), for one or two semesters, between Levels 5 and 6. The Study Abroad Office advises students on this process. (International students are required to check their visa eligibility to undertake a Study Abroad opportunity).

Students who have successfully completed Level 4 can choose to spend a year abroad, *additional* to their studies, studying either two semesters at the host institution, or mixing one semester of study abroad with a placement abroad (normally not less than 12 weeks in duration). Passing their studies will earn them the

degree title suffix 'with a Year Abroad'. Programme Leaders must agree the Study Abroad. For students taking Study Abroad as additional to their UH studies, their degree classification is based on Level 5 and Level 6 grades gained from their UH modules, as for home UH students, as in the UPRs\*.

Additionally, students may also take the opportunity to study level 5 at a host institution *in place of their level 5 at UH*. This requires a very good match between the UH Level 5 and the host institution's Level 5. Programme Leaders must agree the Study Abroad, and only students who pass all 120 credits of their Level 4 at UH may substitute Level 5 at UH with Level 5 abroad. For these students, their degree calculation is derived solely from an average of their best 90 credits gained from UH modules at Level 6.

Finally, students may opt to study just one semester abroad, to earn the suffix 'with Study Abroad'. This can be explored further with the Study Abroad Office.

\*Degree classification calculation information is available in the University Policies and Regulations (UPRs), AS14 Section D6. UPRs on Study Abroad are located within UPR AS11 in section 2.5.

### 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** Full Time

**Entry point** Semester A

**Level 4**

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Modules</b>							
Module Title							
Accounting for Managers	4BUS1096	15	0	0	100	0	A
Economics for Business	4BUS1037	15	0	0	100	0	A
The Business Professional	4BUS1153	15	0	0	100	0	A
Business Technology Trends	4BUS1156	15	0	0	100	0	A
Principles of Marketing	4BUS1010	15	0	0	100	0	B
Quantitative Methods for Business	4BUS1069	15	0	0	100	0	B
People and Organisations	4BUS1124	15	0	0	100	0	B
The Global Business Environment	4BUS1154	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

Progression to level 5 requires a minimum of 120 credits

**Level 5**

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Enhancing Employability	5BUS1085	15	0	0	100	0	A
Exploring Business Ethics	5BUS1049	15	0	0	100	0	A
Managing People	5BUS1037	15	0	0	100	0	B
Enterprise	5BUS1080	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

Also, students choose an additional 30 credits in Semester A and 30 in Semester B, from the list below (available subject to timetable constraints – where there is a clash, an alternative will need to be sought):

<b>Optional Modules (delete this part if not applicable)</b> Module Titles	Module Code	Credit Points	% Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
Analysing Financial Statements	5BUS1163	15	0	0	100	0	A
Digital Marketing in Practice	5BUS1016	15	0	0	100	0	A
Project Management in Business	5BUS1205	15	0	0	100	0	A
Marketing Insights Analysis and Planning	5BUS1209	15	0	0	100	0	A
Business Operations	5BUS1199	15	0	0	100	0	B
Cross Cultural Management	5BUS1054	15	0	0	100	0	B
Financial Management	5BUS1158	15	0	0	100	0	B
Management Accounting for Business Decisions	5BUS1038	15	0	0	100	0	B
Mobile Business Technologies	5BUS1066	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

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.

#### Level 6

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Business and Commercial Awareness	6BUS0279	15	0	0	100	0	A
Leadership and Organisations	6BUS1141	15	0	0	100	0	A
Strategic Management	6BUS1264	15	0	0	100	0	B
Digital Economy	6BUS1267	15	0	0	100	0	B



Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

Also, students choose an additional 30 credits in Semester A and 30 in Semester B, from the list below (available subject to timetable constraints – where there is a clash, an alternative will need to be sought):

<b>Optional Modules (delete this part if not applicable)</b> Module Titles	Module Code	Credit Points	% Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
Strategic Product Management	6BUS1276	15	0	0	100	0	A
Social Networking and Enterprise	6BUS1062	15	0	0	100	0	A
Integrated Marketing Communications	6BUS1259	15	0	0	100	0	A
Databases for Strategic Decision Making	6BUS1257	15	0	0	100	0	A
Advanced Project and Risk Management	6BUS1255	15	0	0	100	0	B
Financial Aspects of International Business	6BUS1194	15	0	0	100	0	B
Social Networking and Enterprise	6BUS1062	15	0	0	100	0	B
Creative Problem Solving for Managers	6BUS1047	15	0	0	100	0	B
Forecasting Methods for Managers	6BUS1026	15	0	0	100	0	B
International Human Resource Management	6BUS1019	15	0	0	100	10	B
Issues in the Global Economy	6BUS1011	15	0	0	100	0	B

Coursework assessment may include the following activities:  
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

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:

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	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>
Diploma of Higher Education		240 credit points including at least 120 at level 5	5, 6	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>
BSc/BA	Business Administration	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2, A4, A5, B1, B2, C1, C3, D1, D2, D3, D4, D5, D6, D7, D8, D9

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## Programme-specific assessment regulations

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

None

Further programme-specific regulations (requiring School-level approval) are given below:

- \* HBS UG placement students must submit and pass a placement portfolio to gain the suffix '(Sandwich)' to their award.
- \* Students trailing over 30 credits will not be permitted to engage in 'Study Abroad', and those with 30 credits or under should seek advice from their Programme Leader

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

### **Management**

The programme is managed and administered through:

- The Dean of School and the Deputy Dean of School
- Associate Dean Academic Quality Assurance
- Associate Dean Student Experience UG
- Programme Leaders 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
- A designated administrative team to deal with day to day administration associated with the programme
- Module Leaders 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.
- Student representatives on programme committees
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### **Support**

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
- You will have a Personal Tutor who will be an important point of contact, able to help you gain a good understanding of the School and programme you are studying.
- 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
- HBS Information Point provide academic and pastoral support
- An International and Direct Entry Support Tutor
- University Disability Advisors
- An Equality Office
- 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 Success Hubs, which include a Mathematics Drop-in Centre
- Guided student-centred learning on Canvas module sites
- Student representatives on programme committees
- A designated administrative team
- The Students' Union
- Canvas, a versatile on-line interactive intranet and learning environment
- Attractive modern study environments in Learning Resource Centres
- Dedicated programme site

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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 dedicated programme site
- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) 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:  
[dhaq@herts.ac.uk](mailto:dhaq@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 [aqo@herts.ac.uk](mailto:aqo@herts.ac.uk)

## BA (Honours) Business Administration

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

This map identifies where the programme learning outcomes are delivered and 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										
Module Title	Module 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 Managers	4BUS1096			x		x	x	x	x		x	x	x		x	x	x		x	x	x			
	<i>Business Technology Trends (optional)</i>	4BUS1156	x	x		x				x				x		x		x	x	x		x		x	
	Economics for Business	4BUS1037		x				x	x	x	x	x	x		x		x				x	x			
	Quantitative Methods for Business	4BUS1069			x		x	x	x	x		x	x	x		x	x	x		x	x				
	Principles of Marketing	4BUS1010	x	x	x	x	x	x	x		x		x			x		x			x				
	The Business Professional	4BUS1153	x		x		x	x	x	x		x	x	x		x	x	x	x	x	x	x	x		
	People and Organisations	4BUS1124	x	x	x	x	x	x	x	x		x		x	x			x	x		x	x	x		x
	<i>The Global Business Environment (optional)</i>	4BUS1154	x	x	x	x	x	x	x	x		x		x	x			x	x		x	x	x		x
Level 5	Managing People	5BUS1037	x	x	x	x	x		x	x	x	x			x		x	x					x		
	Exploring Business Ethics	5BUS1049	x	x		x	x			x		x			x		x					x		x	
	Enhancing Employability	5BUS1085	x	x	x	x		x	x			x	x	x		x	x	x	x	x	x	x	x		
	Enterprise	5BUS1080	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x		x
	<i>Management Accounting for Business Decisions (optional)</i>	5BUS1038	x		x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x		
	<i>Analysing Financial Statements (optional)</i>	5BUS1163	x	x	x	x	x	x	x	x		x	x		x	x		x	x	x	x	x	x		
	<i>Financial Management (optional)</i>	5BUS1158	x	x	x	x	x	x	x	x		x	x		x	x		x	x	x	x	x	x		
	<i>Mobile Business Technologies (optional)</i>	5BUS1066	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x		x
<i>Cross Cultural Management (optional)</i>	5BUS1054	x	x	x	x	x	x	x	x		x	x		x	x		x	x	x	x	x	x			
<i>Business Operations (optional)</i>	5BUS1199	x	x	x	x	x	x	x	x		x	x	x		x		x	x				x	x		

Module Title	Module Code	A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6	D7	D8	D9
<i>Digital Marketing in Practice (optional)</i>	5BUS1016	x	x	x		x	x	x		x	x	x	x		x	x	x	x			x	x	
<i>Project Management in Business (optional)</i>	5BUS1205	x	x	x		x	x	x	x		x			x	x	x	x	x			x	x	
<i>Marketing Insights, Analysis and Planning</i>	5BUS1209	x	x	x		x	x	x	x	x	x	x		x	x	x	x	x		x	x	x	x
Placement Year		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Strategic Management	6BUS1264	x	x	x	x	x	x	x	x	x		x			x	x	x	x	x	x			x
Leadership and Organisations	6BUS1141	x	x	x	x	x	x	x	x		x	x	x		x	x	x	x		x	x		x
Digital Economy	6BUS1267		x		x	x	x	x	x	x	x	x	x		x	x	x		x	x	x	x	x
Business and Commercial Awareness	6BUS0279	x	x	x	x	x	x	x	x		x	x	x		x	x	x	x	x	x	x	x	x
<i>Creative Problem Solving for Managers (optional)</i>	6BUS1047			x	x		x	x	x	x	x	x		x	x		x	x	x	x	x	x	
<i>Forecasting Methods for Managers (optional)</i>	6BUS1026			x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
<i>Financial Aspects of International Business (optional)</i>	6BUS1194																						
<i>International Human Resource Management (optional)</i>	6BUS1019																						x
<i>Issues in the Global Economy (optional)</i>	6BUS1011	x	x	x	x	x	x	x	x	x	x	x		x	x		x	x	x	x	x	x	x
<i>Social Networking and Enterprise (optional)</i>	6BUS1062	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
<i>Databases for Strategic Decision Making (Optional)</i>	6BUS1257	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	
<i>Strategic Product Management (Optional)</i>	6BUS1276	x	x	x	x	x	x	x	x	x		x	x		x		x	x		x			

Level 6

## KEY TO PROGRAMME LEARNING OUTCOMES

### Knowledge and Understanding

- A1. Examine the intricacies of organisations;
- A2. Analyse the complexity of the local, national and international external environments in which organisations operate;
- A3. Research the wide range of processes, procedures and practices of effective business management
- A4. Explore the basic principles and ethical considerations of business and organisations
- A5. Study 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. 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.

**Table 3: Development of Graduate Attributes in the Constituent Modules**

This map identifies where the Graduate Attributes are delivered in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the development of the Graduate Attributes (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own personal and professional development as the programme progresses. [Note that there is no requirement for the Graduate Attributes to be assessed through these modules]

D = Delivered

	Module Title	Module Code	Professionally Focused	Globally Minded	Sustainability Driven	Digitally capable & confident	Inclusive and collaborative	Evidenced based and Ethical
Level 4	Accounting for Managers	4BUS1096	D	D		D		D
	<i>Business Technology Trends (optional)</i>	4BUS1156	D	D	D	D		
	Economics for Business	4BUS1037	D	D				D
	Quantitative Methods for Business	4BUS1069	D			D	D	
	Principles of Marketing	4BUS1010	D	D	D		D	D
	The Business Professional	4BUS1153	D			D	D	D
	People and Organisations	4BUS1124	D	D	D		D	D
	<i>The Global Business Environment (optional)</i>	4BUS1154	D	D			D	D
Level 5	Managing People	5BUS1037	D	D	D		D	D
	Exploring Business Ethics	5BUS1049	D	D	D		D	D
	Enhancing Employability	5BUS1085	D			D	D	D
	Enterprise	5BUS1080	D	D	D	D	D	D
	<i>Management Accounting for Business Decisions (optional)</i>	5BUS1038	D	D			D	D
	<i>Analysing Financial Statements (optional)</i>	5BUS1163	D	D			D	D
	<i>Financial Management (optional)</i>	5BUS1158	D	D			D	D
	<i>Mobile Business Technologies (optional)</i>	5BUS1066	D	D		D	D	
	<i>Cross Cultural Management (optional)</i>	5BUS1054		D	D		D	D
	<i>Business Operations (optional)</i>	5BUS1199	D	D	D			D
	<i>Digital Marketing in Practice (optional)</i>	5BUS1016	D	D	D	D		D



	<i>Project Management in Business (optional)</i>	5BUS1205	D	D		D		D
	<i>Marketing Insights, Analysis and Planning</i>	5BUS1209	D	D	D	D	D	D
	Placement Year		D	D	D	D	D	D
Level 6	Strategic Management	6BUS1264		D	D	D	D	D
	Leadership and Organisations	6BUS1141	D	D	D		D	D
	Digital Economy	6BUS1267	D	D	D	D	D	D
	Business and Commercial Awareness	6BUS0279	D	D		D	D	D
	<i>Creative Problem Solving for Managers (Optional)</i>	6BUS1047	D			D	D	D
	<i>Forecasting Methods for Managers (Optional)</i>	6BUS1026	D	D		D	D	D
	<i>Financial Aspects of International Business (Optional)</i>	6BUS1194	D	D			D	D
	<i>International Human Resource Management (Optional)</i>	6BUS1019	D	D			D	D
	<i>Issues in the Global Economy (Optional)</i>	6BUS1011	D	D	D		D	
	<i>Social Networking and Enterprise (Optional)</i>	6BUS1062	D	D		D	D	D
	<i>Global Marketing (Optional)</i>	6BUS1284	D	D	D			D
	<i>Management Science in Business (optional)</i>	6BUS1083	D	D	D			
	<i>Small Business Management (Optional)</i>	6BUS1065	D		D			D
<i>Databases for Strategic Decision Making (Optional)</i>	6BUS1257	D	D		D	D	D	
<i>Strategic Product Management (Optional)</i>	6BUS1276	D		D		D	D	

## Section 2

### Programme management

<b>Relevant QAA subject benchmarking statements</b>	General Business and Management 2015
<b>Type of programme</b>	Undergraduate
<b>Date of validation/last periodic review</b>	October 18
<b>Date of production/ last revision of PS</b>	March 2022
<b>Relevant to level/cohort</b>	Level 4 entering September 2023
<b>Administrative School</b>	Hertfordshire Business School
<b>Language of Delivery</b>	English

**Table 4 Course structure**

Course details			
Course Code	Course Description	HECOS	UCAS
BSBA	BA (Hons) Business Administration	100079	N252