Course Specification

Course Summary Information			
1	**Course Title**		BA (Hons) Business Administration (Top-Up)
2	**BCU Course Code**	**UCAS Code**	US0726
			N102
3	**Awarding Institution**		Birmingham City University
4	**Teaching Institution(s)** (if different from point 3)		
5	**Professional Statutory or Regulatory Body (PSRB) accreditation** (if applicable)		

6	**Course Description**
	Want to top up your business degree? Our BA (Hons) Business Administration (Top-Up) course allows you learn administration skills from industry experienced lecturers.
	This flexible and wide-ranging course allows you to tailor your studies to your interests, from small business administration to digital marketing.
	With a wide range of modules to choose from, you'll be able to follow a path that will lead to your future career, with previous students progressing into roles with high-profile businesses such as N Power and Zurich.
	What's covered in the course?
	This course covers a whole range of areas with at least 5 modules for you to choose. You'll study full-time for a year with timetable chosen to suit your needs, and you'll also be given attentive student support.
	Working with other students from across Birmingham City Business School, you'll develop and demonstrate your ability to collaborate, while other projects will require you to work alone and develop your independent learning skills.
	You'll work on a range of innovative and practical projects, including business reports, case studies, presentations and projects, all of which will help you to apply your knowledge to real businesses and real situations.
	Our staff will help to support and tailor your learning with expert industry knowledge and experience. They're researchers, authors and titans of industry who'll share their own practical and academic experience and expertise.

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Business Administration	6	120

8	Derogation from the University Regulations
	Not applicable

9	Delivery Patterns			
Mode(s) of Study		Location	Duration of Study	Code
Full Time		City Centre	1 Year	US0726

10	Entry Requirements
	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/ or may be found by searching for the course entry profile located on the UCAS website.

11	Course Learning Outcomes
1	A critical knowledge and understanding of the international business environment in which business professionals operate.
2	An ability to apply business and management concepts to specialist aspects of business.
3	An ability to synthesise appropriate innovative solutions to complex business and management problems.
4	An ability to evaluate the effectiveness of business activity.
5	The skills to analyse operational situations and devise approaches that may improve performance of the business management aspects of an organisation.
6	The skills to identify accurately those issues which require research, and apply appropriate methodologies using a variety of sources.
7	The skills to act independently in constructing own-learning models, plan and undertake tasks, and accept accountability for your own learning decisions.
8	The ability to compose and construct effective methods of communicating business concepts and other relevant work, accurately and reliably using a range of techniques and practices.

12	Course Requirements

12a	**Level 6:**

In order to complete this course a student must successfully complete all the following CORE modules (totalling 60 credits):

Module Code	Module Name	Credit Value
BUS6057	Business Process and Systems	20
BUS6066	Innovative Thinking for Organisation Development	20
BUS6061	E-Business	20

In order to complete this course a student must successfully complete at least 60 credits from the following list of OPTIONAL modules.

Module Code	Module Name	Credit Value
MKT6038	Contemporary Advertising	20
MKT6034	Cross-Cultural Consumer Behaviour	20
MAN6038	The Global Manager	20
MKT6044	Business Development	20
MKT6035	International Marketing Planning	20

12b   Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Level 6

		Level 6 Transition Programme - 2 weeks		
Level 6	S1	BUS6066: Innovative Thinking for Organisation Development (20 credits)	BUS6057: Business Process and Systems (20 credits)	BUS6061: e-Business (20 credits)
	S2	OPTION (20 credits)	OPTION (20 credits)	OPTION (20 credits)

BCU Course Specification US0726 BA (Hons) Business Administration (Top Up) V1.02 15/11/2018

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 6

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	252
Directed Learning	276
Private Study	672
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	84%
Exam	0
In-Person	16%