Programme Specification

for

BA Business Administration



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| **1. Programme title** | Business Administration |
| **2. Awarding institution**  | Middlesex University |
| **3. Teaching institution**  | Middlesex University |
| **4. Programme accredited by**  | N/A |
| **5. Final qualification**  | Bachelor of Arts |
| **6. Academic year** | 2012/2013 |
| **7. Language of study** | English |
| **8. Mode of study** | Full Time |

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| **9. Criteria for admission to the programme**For year one admission, Middlesex University general entry requirements apply, including GCSE’s (grades A to C) in mathematics and English language. Applicants whose first language are required to achieve 6.0 in IELTS or an equivalent recognised by Middlesex University.For entry with advanced standing to year 2 (or final year), candidates must have achieved both 120 credits at level one (or 240 credits including 100 at level two) and must have successfully met the relevant learning outcome and syllabus requirements of the programme. The equivalence of qualifications from outside the UK will be determined according to NARIC guidance**.** |

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| **10. Aims of the programme** |
| This programme aims to provide an understanding of how and why businesses are successful. All the key knowledge and skills needed by general managers are included (as defined by the Quality Assurance Agency Benchmark for General Business and Management) The final year also allows students to specialise in one of the business functions (finance, marketing, operations or human resources). It may be suitable for those who are not yet certain whether they wish to pursue a specialist or a generalist business career. |

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| **11. Programme outcomes** |
| **A. Knowledge and understanding**On completion of this programme the successful student will have knowledge and understanding of :1. stakeholders: their expectations and behaviour
2. the environment of business and its impact on strategy
3. products: design, production and distribution
4. business resources: acquisition, application and control
5. business processes: planning, improvement and control
6. organisations: their functions, structure and management
7. specialist issues relating to a chosen functional area.
 | **Teaching/learning methods**Students gain knowledge and understanding through guided reading of textbooks, journals and course notes; on-line and in-class exercises; lectures, workshops and seminars.**Assessment Method**Students’ knowledge and understanding is assessed by in-class and on-line objective tests, examinations and written assignments. |
| **B. Cognitive (thinking) skills**On completion of this programme the successful student will be able to:1. define, explain and evaluate a range of phenomena, concepts, models, theories, principles and practices;
2. apply concepts, models and theories to analyse situations;
3. identify, evaluate and construct arguments;
4. demonstrate self awareness and sensitivity to others;
5. take and defend a decision or position on a given issue, considering commercial, ethical and other factors;
6. create and evaluate solutions to given problems.
 | **Teaching/learning methods**Students learn cognitive skills through individual and group exercises and case; tutor-led seminars and class discussions. Feedback on assessments.**Assessment Method**Students’ cognitive skills are assessed by essays, oral presentations and written examinations, sometimes based on case analysis. |
| **C. Practical skills**On completion of the programme the successful student will be able to:1. locate, categorise, prioritise, and synthesise information necessary for business purposes;
2. interpret business reports and evaluate performance;
3. select and apply business monitoring and control techniques;
4. set objectives for business change & plan implementation;
5. identify and demonstrate interpersonal skills appropriate to a given business situation.
 | **Teaching/learning methods**Students learn practical skills through workshops, simulations, role-plays, individual and group case analysis and problem solving.**Assessment Method**Students’ practical skills are assessed by individual and group exercises, individual assignments and examinations. |
| **D. Graduate Skills**On completion of this programme the successful student will be able to:1. clarify career objectives & develop plans to achieve them;
2. learn flexibly and effectively from diverse opportunities;
3. communicate persuasively using a range of media;
4. contribute positively to team performance;
5. use ICT to improve personal productivity;
6. collect, analyse and critically interpret numerical data.
 | **Teaching/learning methods**Students acquire graduate skills through on-line exercises and embedded class activities embedded in level one module. Subsequently, tutorial guidance and feedback on assessment is deployed. **Assessment method**Students’ graduate skills are assessed by highlighting graduate skills within assessments for relevant modules. Career plans are developed as part of an on-line PDP, but given their idiosyncratic nature are not subject to summative assessment. |

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| **12. Programme structure (levels, modules, credits and progression requirements)** |
| **12. 1 Overall structure of the programme** |
| **See page 13** |

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| **12.2 Levels and modules** **Starting in academic year 2010/11 the University is changing the way it references modules to state the level of study in which these are delivered. This is to comply with the national Framework for Higher Education Qualifications. This implementation will be a gradual process whilst records are updated. Therefore the old coding is bracketed below.** |
| Level 4 (1) |
| COMPULSORY | OPTIONAL  | PROGRESSION REQUIREMENTS |
| Students must take all of the following:ECS1260HRM1110MKT1112STX1125 |  |  |
| Level 5 (2) |
| COMPULSORY | OPTIONAL  | PROGRESSION REQUIREMENTS |
| Students must take all of the following:ACC2211MGT2110MGT2530 | Students must also choose one from the following:BIS2200HRM2205MKT2210MKT2290 | Pass 180 credit points |
| Optional Placement |
|  | Students electing a placement must take ALL of the following:MBS3331MBS3332 |  |
| Level 6 (3) |
| COMPULSORY | OPTIONAL  | PROGRESSION REQUIREMENTS |
| Students must take all of the following:MGT3110MGT3140 | Students must choose two from the following:ACC3150 ACC3160 HRM3120 MBS3001MBS3200MBS3012MGT3128MGT3130MGT3190 MGT3193MGT3194MGT3220MGT3335MKT3130 MKT3190  |  |

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| ***12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)*** |
| ***Module level*** | ***Module code*** |
| 6 | MGT3110, MGT3140 |

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| **13. A curriculum map relating learning outcomes to modules** |
| **See Curriculum Map on page 52** |

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| **14. Information about assessment regulations** |
| Middlesex University Assessment Regulations apply to this programme, without exception. |

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| **15. Placement opportunities, requirements and support**  |
| All students on this programme are encouraged to take an optional one-year placement. Middlesex University Business School has a dedicated Placement Unit, offering help in choosing placements and supporting students through the application, experience and assessment stages. Evidence shows that those Middlesex University Business School students who successfully complete a placement generally obtain better academic results and earlier career success than those who do not.The placement is assessed by a 30 credit point project. This contributes to honours classification, as an addition to the normal 360 credit points required for an honours degree. |

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| **16. Future careers**  |
| Middlesex University Business School graduates experience higher average rates of employment than Middlesex University graduates as a whole.The University provides a Career Service, and this programme includes scheduled career planning sessions. Graduates from this programme enter a wide range of general business positions; some go on to study post-graduate programmes. |

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| **17. Particular support for learning**  |
| In addition to Middlesex University’s campus student advisers, learning resources staff and counsellors, there are some forms of support particularly relevant to this programme: programme induction; English language and numeracy support; exam technique classes; programme web-site and on-line discussion board.Middlesex University is committed to breaking down any barriers which might prevent a disabled person from actively participating in the academic life. This extends to the provision of learning support and support in relation to assessment for people with disabilities. |

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| **18. JACS code (or other relevant coding system)** | N100 |
| **19. Relevant QAA subject benchmark group(s)** | General Business & Management, 2008 |

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| **20. Reference points*** QAA Guidelines for Programme Specifications
* QAA Subject Benchmark: General Business & Management
* Middlesex University Regulations
* Middlesex University Learning Framework – Programme Design Guidance, 2007
* Middlesex University Learning & Quality Enhancement Handbook, 2006/07
* Middlesex University Business School Teaching, Learning & Assessment Strategy
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Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the student programme handbook and the University Regulation