



Course Specification

Bachelor in Business Administration (BBA)

FBLU030

Faculty of Business and Law

School of Strategy and Leadership

2021/22

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

PART A - Course Specification

BBA (Hons)

1. Introduction

The Bachelor in Business Administration (Hons) (BBA) course is a business studies degree (N250), as categorised by the UK Quality Assurance Agency for Higher Education (QAA 2015). This course is studied by full-time students over a three-year period or four years if students choose to spend one year studying/working abroad or on placement in an organisation in the UK. In line with the QAA Benchmarking Statements in Business and Management (2015), the course was designed to enable students to develop knowledge and skills over a broad range of business and administration disciplines, with a focus on the development of an accurate understanding of cross organisational functions and the importance of the social aspect of business.

The general aim of the BBA course is to help develop a greater understanding of the functions of business and to encourage enquiry amongst students about the best way of doing things. A strong emphasis is placed on: (1) acquiring cross-organisational, integrative skills and the importance of constantly challenging engrained ways of doing things; (2) enhancing the ability to apply business theories in different contexts, with a view to better understanding organisations (3) seeding and nurturing a passion for continuous professional development for the individual and those around them. Taken together, these three aims of the course distinguish it within the portfolio of School of Strategy and Leadership (SSL) as they focus on a broader range of areas than other courses, a more specifically social view of the organisation and an enquiring approach that seeks to revisit subjects at regular intervals throughout the course. This approach is known as a spiralling curriculum, a term first used by Jerome Bruner in 1960 and a popular approach to course design ever since.

Teaching approaches are grounded in the following:

1. The course structure, requirements and modules reflect the spiral curriculum approach with each module in Years 2 and 3 building on previous knowledge;
2. Real life examples are used extensively and students are constantly encouraged to analyse and evaluate what could be done to improve each decision made.;
3. Several Online International Learning (OIL) opportunities will be available to students throughout their programme;
4. Tutors will highlight the social aspect of business administration and how this is crucial to the successful running of an organisation. This is not at the neglect of other areas, merely it acts as a lens through which to view the business;
5. The final year of the programme offers modules across a wide range of topics and also offers students the opportunity to specialise via a series of options.

In addition to the approaches detailed above, the BBA encourages students to broaden their knowledge of topics that will help them understand business administration. Further features of this course are the incorporation of Add+Vantage modules as well as the CPD modules. Coventry University's unique Add+Vantage scheme offers students an extensive range of cross-university modules aimed at developing work related knowledge, employability skills and competencies such as decisiveness, initiative, a foreign language and career management. A 10 credit Add+Vantage module is mandatory in each stage of the course. The CPD module (10 credits) is also mandatory at each stage and tutors encourage students to participate in reflective activities and target setting with a view to encouraging self-improvement amongst students.

2 Available Award(s) and Modes of Study			
Title of Award	Mode of attendance	UCAS Code	FHEQ Level
BBA (Hons)	Full time: 3 years	N250	6
BBA	Full time with a placement year: 4 years		6
Diploma of Higher Education in Business Administration			5
Certificate of Higher Education in Business Administration			4
3 Awarding Institution/Body	Coventry University		
4 Collaboration	SHAPE, Hong Kong		
5 Teaching Institution and Location of delivery	Coventry University		
6 Internal Approval/Review Dates	Date of latest review: November 2018 Date for next review: tbc		
7 Course Accredited by	Not applicable		
8 Accreditation Date and Duration	Not applicable		
9 QAA Subject Benchmark Statement(s) and/or other external factors	QAA General Business and Management benchmark statement (2015) - http://www.qaa.ac.uk/en/Publications/Documents/SBS-business-management-15.pdf		
10 Date of Course Specification	October 2018		
11 Course Director	Anna Michalska (Course Director)		

12 Outline and Educational Aims of the Course

The general aim of the BBA (Hons) course is to help develop a greater understanding of the functions of business and to encourage enquiry amongst students about the best way of challenging accepted practice. This broad educational purpose reflects the following documents that have been used in designing this course:

- Coventry University's (CU) Corporate Strategy 2015-2021;
- CU Education Strategy 2015–2021 which sets out the key themes which are embedded within the University's approach to learning and teaching – specifically our students' academic experience, research-informed learning, internationalisation, digital literacy and employability;
- CU Assessment Strategy 2015-2021;
- The QAA Subject Benchmark Statements contained in the QAA – UK Quality Code for Higher Education, updated in June 2016;
- Consultation with the Faculty's Business Advisory Group.

To ensure that the goals of this programme are aligned with the expectations of the global job market, the aims listed below reflect the insights gathered from the business advisory group with whom SSL frequently collaborates.

Educational Aims:

1. To offer a higher education experience that prepares graduates for a career in business and/or opportunities for postgraduate study in a country of their choice;
2. To prepare students to become promoters of ethical business practices, a reflective, enquiring approach and a focus on the importance of people within the business.
3. To develop students' autonomy in their learning and self-development competencies needed for a continuous engagement with the latest developments in the field of business.

13 Course Learning Outcomes

The Course Learning Outcomes are derived from the course aims, and therefore are appropriately aligned with the relevant FHEQ level, Subject Benchmark statements and CU University's corporate and education strategy.

A student who successfully completes the course will be able to:

1. Demonstrate a comprehensive knowledge and understanding of the global business environment, business strategy, business ethics and the main functional areas of global business organisations.
2. Apply a wide range of relevant skills and competencies in order to be effective in a graduate level role in an organisation.
3. Analyse business problems and suggest relevant solutions using practical and theoretical knowledge and understanding of the area.
4. Demonstrate the ability to act as an independent learner (in both educational and business settings) as well as the ability to play a full role when working and /or learning in teams.
5. Demonstrate the ability to integrate diverse business concepts in given situations, including in an international context.
6. Analyse and assess a given specialised area of global business, both theoretically and practically
7. Demonstrate an understanding of sustainability within the context of the global business environment.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Table 1 presents the modules studied within the BBA course, their status (whether mandatory or core options), the levels at which they are studied and their credit value. Details regarding the patterns and modes of attendance, as well as other distinctive features of the course are presented below. Students will study 60 credits per semester.

Patterns and modes of attendance

The BBA (Hons) degree is available either as a three-year full time course or as a four-year (sandwich) course.

Optional year

Students are encouraged to take the opportunity of choosing one of the following options:

1. Study abroad for one academic year at a European partner or international university;
2. Study abroad for one semester at a European or international university and undertake a placement abroad for the rest of the academic year;
3. Undertake up to a 12-month work placement abroad or in a globally focussed organisation in the UK.

To pursue any of the three options a student must satisfy the University progression requirements as detailed in the Academic Regulations.

The aim of the option year is to enhance students' employability prospects and international exposure and it therefore contributes to the University's Mission Statement (2015) to prepare undergraduate students to make significant contributions to their professions, the economy and society, and to become a creative force in a rapidly evolving world.

Students preparing for the option year abroad or in the UK are supported by the Faculty's Business Futures Team and/or the Centre for Global Engagement (CGE), members of which will help in the preparation of CVs, preparation for interviews and employment and give support throughout the year. The Faculty has links to several suitable employers and can help with finding opportunities for placements. However, students are encouraged to seek alternative sources of employment themselves with guidance offered by the Business Futures team and CGE. The course team will approve student placements and ensure compatibility with the course learning outcomes.

The University has a wide range of partners where students can undertake a period of study abroad (in Europe and beyond). Students wishing to take the option of the Study Abroad Year will receive support and guidance from CGE. The course team will approve student study abroad choices and ensure compatibility with the course learning outcomes.

Mandatory and Optional Modules

In accordance with University regulations, all modules studied in the first year are mandatory, although students will be able to select an Add+Vantage module out of an extensive range of cross-university modules. Both the Add+Vantage and CPD modules will be assessed in the second semester.

Second year students will study a range of mandatory modules and be able to select one option. In the final year, students are able to select from a series of optional modules. These options are offered in recognition of the specialised nature of the job market. Students select 60 credits in options (20 in Year 2 and 40 in Year 3).

Another distinctive opportunity that BBA students have is that Year 3 students can choose to undertake a Business Project. Students are offered 3 routes within this module,

- Route 1: An individual research-based dissertation, or
- Route 2: An individual project, or
- Route 3: A group project

Routes 2 and 3 differ from a traditional dissertation in that it is applied in nature and asks students to focus on a specific question affecting an organisation. Students are encouraged to use an integrative approach to provide solutions to the problem.

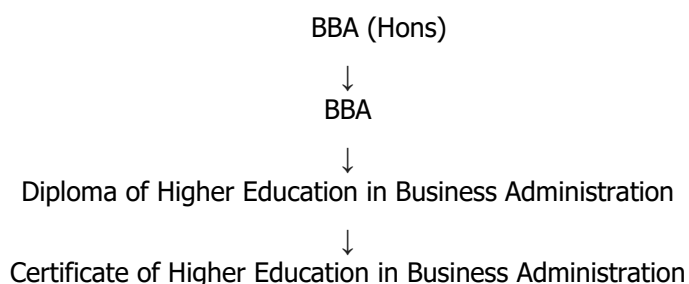
Additional Distinctive Features

In addition to the different options for international mobility, the BBA offers students the innovative feature of having the opportunity to engage in several Online International Learning (OIL) experiences throughout the course, to attend optional visits to global organisations and to undertake a placement in a global organisation in their optional year.

Progression Requirements

Progression is in accordance with the University Academic Regulations.

Cascade of Awards:



- Honours classification is calculated per University Academic Regulations. There are no specific modules which must be included in the calculation for a BBA (Hons).
- For a BBA degree, a student must have passed a minimum of 300 credits as detailed in the academic regulations.

Table 1. BBA Course Structure

Module credit level	Module Code	Title	Course Learning Outcomes	Credit Value	Mandatory/Optional	Pre-requisite
Year 1. Mandatory modules only (120 credits)						
4	4003SSL	Continuing Professional Development 1 (CPD 1)	2 and 4	10	M	None
4	4005SSL	Introduction to Business Administration	1-7	20	M	None
4	4004ECN	Economic Environment of Business	1, 2, 3, 5, and 6	20	M	None
4	4000MKT	Marketing Essentials	1, 2, 4, 6 and 7	20	M	None
4	4006HRM	Managing People	1, 2, 4, 6 and 7	20	M	None
4	4006SSL	Business Analytics	1, 2, 3, 5, and 6	20	M	None
4	Add+Vantage			10	M	None
Year 2. Six mandatory modules, one optional module - to be chosen out of two alternatives (120 credits)						
5	5007SSL	Continuous Professional Development 2 (CPD 2)	2 and 4	10	M	None
5	5012SSL	Exploring Business Strategy	1, 2, 3, 5, 6 and 7	20	M	None
5	5000MKT	Buyer Behaviour	1, 2, 4 and 6	20	M	None

5	5005HRM	Managing Human Resources	1, 2, 3, 5 and 7	20	M	None
5	5005ACC	Principles of Business Accounting	1, 2, 3, 5, and 6	20	O	None
5	5011SSL	Entrepreneurship	1, 2, 3 and 6	20	M	None
5	5013SSL	Leadership in Action	1, 2, 4 and 7	20	O	None
5	Add+Vantage			10	M	None
Sandwich Year (optional)						
5	5001SSL	Study/Work Placement Abroad Year	1-7	0	M for the sandwich year abroad	None
5	5000SSL	UK Work Placement	1-7	0	M for the sandwich year working in the UK	None
Year 3 - Five mandatory modules, two optional modules - to be chosen out of six alternatives (120 credits)						
6	6006SSL	Continuous Professional Development 3 (CPD 3)	2 and 4	10	M	None
6	6013SSL	Project Management	1, 2, 3, 5, 6 and 7	20	M	None
6	6035SSL	Business Project	1-7	20	M	None
6	6014SSL	Contemporary Business Strategy	1, 2, 3, 5, 6 and 7	20	M	None
6	6015SSL	Critical Issues in Globalisation	1, 2, 5 and 7	20	O	None
6	6002MKT	International Marketing	1, 2, 4 and 6	20	O	None
6	6019SSL	International Business and People Relations	1, 2, 3 and 6	20	O	None
6	6016SSL	Managing Change	1, 2, 3, 4 and 6	20	O	None
6	6010FIN	International Finance	1, 2, 3, 5, and 6	20	O	None
6	6008ACC	Advanced Accounting for Business	1, 2, 3, 5, and 6	20	O	None
6	Add+Vantage			10	M	None

15 Criteria for Admission and Selection Procedure

UCAS entry profiles may be found by searching for the relevant course on the [UCAS website](#), then clicking on 'Entry profile'.

If English is not an applicant's first language, then a minimum of IELTS 6.0 or equivalent is required.

For students entering with advanced standings, the AP(E)L procedure will be explained and applied.

A HND in a business related area with 240 credits awarded may also be considered for entry into year three, this is subject to approval from the Course Director

16 Academic Regulations and Regulations of Assessment

This course conforms to the standard [University Regulations](#).

17 Indicators of Quality Enhancement

The Course is managed by the School of Strategy and Leadership Board of Study of the Faculty of Business and Law.

The Programme Assessment Board (PAB) for the School of Strategy and Leadership is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations.

The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the course.

External Examiners have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of the Course Quality Enhancement Monitoring (CQEM). Details of the CQEM process can be found on the Registry's web site.

The report of QAA's Higher Education Review undertaken in February 2015 confirmed that Coventry University meets the UK expectations regarding the:

- Setting and maintenance of the academic standards of awards;
- Quality of student learning opportunities;
- Quality of the information about learning opportunities;
- Enhancement of student learning opportunities.

Students are represented on the Student Forum, Board of Study and Faculty/School Board, all of which normally meet two or three times per year.

Student views are also sought through module and course evaluation questionnaires.

18 Additional Information

Key sources of information about the course and student support can be found in:

- Module Guides produced for all modules
- Faculty/Course Handbook
- Module Information Directory (MID)
<https://share.coventry.ac.uk/students/MID>
- Study Support information is accessible from the home page of the Coventry University Student Portal

<https://students.coventry.ac.uk/Pages/index.aspx>