

STRATHCLYDE BUSINESS SCHOOL

FACULTY PROGRAMMES

BUSINESS ADMINISTRATION

Bachelor of Business Administration with Honours (in named specialism)

Bachelor of Business Administration with Honours

Bachelor of Business Administration (in named specialism)

Bachelor of Business Administration

Diploma of Higher Education in Business Administration

These regulations are to be read in conjunction with [General Academic Regulations – Undergraduate, Integrated Master and Professional Graduate Degree Programme Level](#).

These regulations apply to entry on the above programmes from Academic Year 2022/23 onwards.

Admission

1. Admission to the programme shall normally be to applicants who hold appropriate qualifications that would allow entry into the Second Year.
2. Students will be awarded RPL equivalent to 120 credits at Level 1.
3. In all cases, applicants whose first language is not English, shall be required to demonstrate an appropriate level of competence in the English language.

Status of the Programme

4. The programme is offered at Honours level only.

Mode of Study

5. The programme is available by full-time study only.

Programme Structure

6. Prior to the start of the degree students have the option to choose a specialism from which they take at least 40 credits in both their second, third and fourth years.
7. Business Subject and Specialism Requirements

| | |
|----------------------------------|----------------------|
| Business Analysis and Technology | See Regulation 19-20 |
| Business Enterprise | See Regulation 21-22 |
| Economics | See Regulation 22-23 |
| Hospitality and Tourism | See Regulation 24-25 |
| Human Resource Management | See Regulation 26-27 |
| Marketing | See Regulation 28-29 |

Curriculum

8. **First Year** - The first year is not taught as part of the programme.
9. **Second Year** - All students shall undertake modules amounting to 120 credits as follows:

For students on Bachelor of Business Administration with Honours:

Compulsory Modules

| Module Code | Module Title | Level | Credits |
|--------------------|---|--------------|----------------|
| AG106 | Introduction to Finance | 1 | 10 |
| BF111 | Academic Skills | 1 | 10 |
| BF204 | Leadership Development Programme 1 | 2 | 20 |
| | Business Subject 1 | 2 | 20 |
| | Business Subject 2 | 2 | 20 |
| | Business Subject 3 | 2 | 20 |
| AND | | | |
| MS211 | Managing Business Processes and Information Systems | 2 | 20 |
| OR | | | |
| MS210 | Analysing and Improving Operations | 2 | 20 |
| OR | | | |
| EC215 | Intermediate Microeconomics | 2 | 20 |
| OR | | | |
| EC216 | Intermediate Macroeconomics and Data Analytics | 2 | 20 |

For students on Bachelor of Business Administration with Honours (in named specialism):

Compulsory Modules

| Module Code | Module Title | Level | Credits |
|--------------------|------------------------------------|--------------|----------------|
| AG106 | Introduction to Finance | 1 | 10 |
| BF111 | Academic Skills | 1 | 10 |
| BF204 | Leadership Development Programme 1 | 2 | 20 |
| | Specialist Subject Module A | 2 | 20 |
| | Specialist Subject Module B* | 2 | 20 |

| | | | |
|-------|---|---|----|
| | Business Subject 2 | 2 | 20 |
| AND | | | |
| MS211 | Managing Business Processes and Information Systems | 2 | 20 |
| OR | | | |
| MS210 | Analysing and Improving Operations | 2 | 20 |
| OR | | | |
| EC215 | Intermediate Microeconomics | 2 | 20 |
| OR | | | |
| EC216 | Intermediate Macroeconomics and Data Analytics | 2 | 20 |

* Those taking Business Analysis and Technology or Economics as their named specialism should take one of the indicated (♦) 20 credit modules from the remaining Business Subjects listed in Regulation 7.

10. **Third Year** - All students shall undertake modules amounting to 120 credits as follows:

For students on Bachelor of Business Administration with Honours:

Compulsory Modules

| Module Code | Module Title | Level | Credits |
|-------------|---|-------|---------|
| BF302 | Leadership Development Programme 2 | 3 | 20 |
| WE301 | Organising and Managing Across Cultures | 3 | 20 |
| | Business Subject 1 | 2 | 20 |
| | Business Subject 2 | 2 | 20 |
| | Business Subject 3 | 2 | 20 |
| | Elective Module(s) | | 20 |

For students on Bachelor of Business Administration with Honours (in named specialism):

Compulsory Modules

| Module Code | Module Title | Level | Credits |
|-------------|------------------------------------|-------|---------|
| BF302 | Leadership Development Programme 2 | 3 | 20 |

| | | | |
|-------|--|---|----|
| MG315 | Managing Across Cultures and Frontiers | 3 | 20 |
| | Specialist Subject Module A | 2 | 20 |
| | Specialist Subject Module B | 2 | 20 |
| | Business Subject 2 | 2 | 20 |

11. **Fourth Year** - All students shall undertake modules amounting to 120 credits as follows:

Compulsory Modules

| Module Code | Module Title | Level | Credits |
|-------------|--|-------|---------|
| BF4XX | Contemporary Topics in Business Management | 4 | 20 |

For students on Bachelor of Business Administration with Honours:

| Module Code | Module Title | Level | Credits |
|-------------|--------------------|-------|---------|
| BF402 | BBA Dissertation | 4 | 40 |
| | Business Subject 1 | 4 | 20 |
| | Business Subject 2 | 4 | 20 |
| | Business Subject 3 | 4 | 20 |

For students on Bachelor of Business Administration with Honours (in named specialism):

| Module Code | Module Title | Level | Credits |
|-------------|---------------------------------|-------|---------|
| | Specialist Subject Module A | 4 | 20 |
| | Specialist Subject Module B | 4 | 20 |
| | Specialist Subject Module C | 4 | 20 |
| | Specialist Subject Dissertation | 4 | 20/40* |

Students taking a 20 credit dissertation must take a further 20 credits in the specialist subject from the optional modules from the relevant Specialist Subject listed below.

Progress

12. In order to progress to the third year of the programme the [General Academic Regulations – Undergraduate, Integrated Master and Professional Graduate Degree Programme Level](#) shall apply.

13. In order to progress to the fourth year of the programme the [General Academic Regulations – Undergraduate, Integrated Master and Professional Graduate Degree Programme Level](#) shall apply.

Final Assessment and Honours Classification

14. On successful completion of the Honours year, a candidate will be awarded the Level 4 credits corresponding to the modules taken.
15. The final Honours classification for the degree of Bachelor of Business Administration with Honours will normally be based on the first assessed attempt at Level 4 modules taken in the fourth year.

Award

16. **BBA with Honours:** In order to qualify for the award of the degree of Bachelor of Business Administration with Honours and Bachelor of Business Administration with Honours (in named specialism), the [General Academic Regulations – Undergraduate, Integrated Master and Professional Graduate Degree Programme Level](#) shall apply.
17. **BBA:** In order to qualify for the award of the Bachelor in Business Administration and Bachelor of Business Administration (in named specialism) the [General Academic Regulations – Undergraduate, Integrated Master and Professional Graduate Degree Programme Level](#) shall apply.
18. **Diploma of Higher Education:** In order to qualify for the award of a Diploma of Higher Education in Business Administration and Diploma of Higher Education in Business Administration (in named specialism) the [General Academic Regulations – Undergraduate, Integrated Master and Professional Graduate Degree Programme Level](#) shall apply.

Business Subject and Specialism Requirements

19. Business Subject in Business Analysis and Technology

20 credits at each level from:

| Module Code | Module Title | Level | Credits |
|-------------|---|-------|---------|
| MS210 | Analysing and Improving Operations | 2 | 20 |
| MS211 | Managing Business Processes and Information Systems | 2 | 20 |
| MS311 | Knowledge and Innovation Management | 3 | 20 |
| MS361 | Understanding and Optimizing Business Systems | 3 | 20 |
| MS418 | Project Management | 4 | 20 |

20. Specialism in Business Analysis and Technology

Compulsory Modules

| Module Code | Module Title | Level | Credits |
|-------------|--------------|-------|---------|
|-------------|--------------|-------|---------|

| | | | |
|-------|---|---|----|
| MS210 | Analysing and Improving Operations | 2 | 20 |
| MS211 | Managing Business Processes and Information Systems | 2 | 20 |
| MS311 | Knowledge and Innovation Management | 3 | 20 |
| MS361 | Understanding and Optimizing Business Systems | 3 | 20 |
| MS420 | Management Science 4 | 4 | 20 |
| MS424 | Dissertation | 4 | 20 |

Together with 60 credits from:

| Module Code | Module Title | Level | Credits |
|--------------------|---------------------------------------|--------------|----------------|
| MS415 | Business Process Integration with ERP | 4 | 20 |
| MS416 | Business Analytics using Data Mining | 4 | 20 |
| MS418 | Project Management | 4 | 20 |
| MS422 | Risk Analysis and Management | 4 | 20 |
| MS426 | Contemporary Business Technology | 4 | 20 |

21. Business Subject in Business Enterprise

20 credits at each level from:

| Module Code | Module Title | Level | Credits |
|--------------------|--|--------------|----------------|
| Z1233 | The Social Challenge | 2 | 20 |
| Z1218 | New Venture Planning | 2 | 20 |
| Z1314 | Entrepreneurial Capital | 3 | 20 |
| Z1315 | Venture Management Strategy and Growth | 3 | 20 |
| Z1400 | Family Business | 4 | 20 |
| Z1403 | Issues and Trends in Entrepreneurship | 4 | 20 |
| Z1405 | International Entrepreneurship | 4 | 20 |

22. Specialism in Business Enterprise

Compulsory Modules

| Module Code | Module Title | Level | Credits |
|--------------------|---|--------------|----------------|
| Z1233 | The Social Challenge | 2 | 20 |
| Z1218 | New Venture Planning | 2 | 20 |
| Z1314 | Entrepreneurial Capital | 3 | 20 |
| Z1315 | Venture Management Strategy and Growth | 3 | 20 |
| Z1400 | Family Business: Theory and Practice | 4 | 20 |
| Z1401 | Venture Management in Practice | 4 | 20 |
| Z1403 | Issues and Trends in Entrepreneurship | 4 | 20 |
| Z1405 | International Entrepreneurship | 4 | 20 |
| Z1404 | Business Enterprise Dissertation and Special Research Methods | 4 | 40 |

23. Business Subject in Economics

20 credits at each level from:

| Module Code | Module Title | Level | Credits |
|--------------------|--|--------------|----------------|
| EC215 | Intermediate Microeconomics | 2 | 20 |
| EC216 | Intermediate Macroeconomics and Data Analytics | 2 | 20 |
| EC315 | Topics in Microeconomics with Cross Section Econometrics | 3 | 20 |
| EC316 | Topics in Macroeconomics with Time Series Econometrics | 3 | 20 |
| EC412 | Industrial Economics | 4 | 20 |
| EC415 | Behavioural Economics | 4 | 20 |
| EC416 | Natural Resource, Environmental and Energy | 4 | 20 |

24. Specialism in Economics

Compulsory Modules

| Module Code | Module Title | Level | Credits |
|--------------------|---------------------|--------------|----------------|
|--------------------|---------------------|--------------|----------------|

| | | | |
|-------|--|---|----|
| EC215 | Intermediate Microeconomics | 2 | 20 |
| EC216 | Intermediate Macroeconomics and Data Analytics | 2 | 20 |
| EC315 | Topics in Microeconomics with Cross Section Econometrics | 3 | 20 |
| EC316 | Topics in Macroeconomics with Time Series Econometrics | 3 | 20 |
| EC419 | Dissertation | 4 | 20 |

Together with 100 credits from:

| Module Code | Module Title | Level | Credits |
|--------------------|--|--------------|----------------|
| EC421 | Advanced Microeconomics | 4 | 20 |
| EC422 | Advanced Macroeconomics | 4 | 20 |
| EC412 | Industrial Economics | 4 | 20 |
| EC413 | Applied Economics | 4 | 20 |
| EC415 | Behavioural Economics | 4 | 20 |
| EC416 | Natural Resource, Environmental and Energy Economics | 4 | 20 |
| EC420 | Labour Economics | 4 | 20 |

25. Business Subject in Hospitality and Tourism Management

20 credits at each level from:

| Module Code | Module Title | Level | Credits |
|--------------------|--|--------------|----------------|
| WE212 | Sustainable Practice in Hospitality and Tourism | 2 | 20 |
| WE211 | Managing Services & Experiences | 2 | 20 |
| WE314 | International Hospitality and Tourism in the Digital Age | 3 | 20 |
| WE316 | Event Management: Planning and Sustainable Practice | 3 | 20 |
| MG423 | Hospitality and Tourism Analysis: Case Studies and Histories | 4 | 20 |

26. Specialism in Hospitality and Tourism Management

Compulsory Modules

| Module Code | Module Title | Level | Credits |
|--------------------|--|--------------|----------------|
| WE212 | Sustainable Practice in Hospitality and Tourism | 2 | 20 |
| WE211 | Managing Services & Experiences | 2 | 20 |
| WE316 | International Hospitality and Tourism in the Digital Age | 3 | 20 |
| WE314 | Event Management: Planning and Sustainable Practice | 3 | 20 |
| MG423 | Hospitality and Tourism Analysis: Case Studies and Histories | 4 | 20 |
| MG412 | Dissertation | 4 | 40 |

Together with 60 credits from:

| Module Code | Module Title | Level | Credits |
|--------------------|---|--------------|----------------|
| SH424 | Being an Ethical Manager | 4 | 20 |
| MG402 | Management, Enterprise and the Rise of the Global Economy | 4 | 20 |
| MG418 | Strategy and Leadership | 4 | 20 |
| Z1400 | Family Business | 4 | 20 |

27. Business Subject in Human Resource Management

20 credits at each level from:

| Module Code | Module Title | Level | Credits |
|--------------------|--|--------------|----------------|
| WE201 | Work, Employment and Society | 2 | 20 |
| WE302 | Contemporary Issues in Human Resource Management | 3 | 20 |
| WE03 | Employment Relations | 3 | 20 |
| HR410 | People, Work and the Global Economy | 4 | 20 |

28. Specialism in Human Resource Management

Compulsory Modules

| Module Code | Module Title | Level | Credits |
|--------------------|------------------------------|--------------|----------------|
| WE201 | Work, Employment and Society | 2 | 20 |

| | | | |
|-------|---|---|----|
| WE202 | People at Work | 2 | 20 |
| WE3XX | Contemporary Issues in Human Resource Management | 3 | 20 |
| WE303 | Employment Relations | 3 | 20 |
| HR402 | Perspective on Work and Employment | 4 | 20 |
| HR408 | HRM and Employment Relations in the Public Services | 4 | 20 |
| HR410 | People, Work and the Global Economy | 4 | 20 |
| HR411 | Advanced Organisational Behaviour | 4 | 20 |
| HR406 | Human Resource Management Dissertation and Research Methods | 4 | 40 |

29. Business Subject in Marketing

20 credits at each level from:

| Module Code | Module Title | Level | Credits |
|-------------|---|-------|---------|
| MK209 | Understanding Consumers and Markets | 2 | 20 |
| MK329 | Marketing Communication in the Digital Age | 3 | 20 |
| MK328 | Strategic Marketing in an International Context | 3 | 20 |
| MK415 | International Business Management | 4 | 20 |

30. Specialism in Marketing

Compulsory Modules

| Module Code | Module Title | Level | Credits |
|-------------|---|-------|---------|
| MK209 | Understanding Consumers and Markets | 2 | 20 |
| MK212 | Services and Retail Marketing | 2 | 20 |
| MK329 | Marketing Communication in the Digital Age | 3 | 20 |
| MK328 | Strategic Marketing in an International Context | 3 | 20 |
| MK414 | Dissertation | 4 | 40 |

Together with 60 from:

| Module Code | Module Title | Level | Credits |
|--------------------|---|--------------|----------------|
| MK410 | Advances in Consumer Behaviour Operations | 4 | 20 |
| MK415 | International Business Management | 4 | 20 |
| MK416 | Managing Customer Relationships | 4 | 20 |
| MK418 | Social Marketing | 4 | 20 |
| MK419 | Sports Marketing | 4 | 20 |
| MK430 | Brand Building in a FMCG Environment | 4 | 20 |
| MK431 | Sustainability, Marketing & Society | 4 | 20 |