

# STRATHCLYDE BUSINESS SCHOOL

## FACULTY PROGRAMMES

**Bachelor of Business Administration with Honours (in named specialism)**  
**Bachelor of Business Administration with Honours**  
**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 in Academic Year 2021/22 only.**

### **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 Management	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
BF200	Leadership Development Programme 1	2	20
EC214	Economics and Finance	2	20
	Business Subject 1	2	20
	Business Subject 2	2	20
	Business Subject 3	2	20
	Business Subject 4	2	20

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

**Compulsory Modules**

Module Code	Module Title	Level	Credits
BF200	Leadership Development Programme 1	2	20
EC214	Economics and Finance	2	20
	Business Subject 1	2	20
	Business Subject 2	2	20
	Specialist Subject Module A	2	20
	Specialist Subject Module B	2	20

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
MG318	Contemporary Trends in Management Practice	3	20
And either			
Z1218	New Venture Planning	3	20
Or			

Z1217	Creativity and Innovation Management	3	20
	Business Subject 1	3	20
	Business Subject 2	3	20
	Elective Module(s)	3	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
MG318	Contemporary Trends in Management Practice	3	20
And either			
Z1218	New Venture Planning	3	20
Or			
Z1217	Creativity and Innovation Management	3	20
	Specialist Subject Module A	3	20
	Specialist Subject Module B	3	20
	Elective Module(s)		20

11. **Fourth 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
BF402	BBA Dissertation	4	40
	Business Subject 1	4	20
	Business Subject 2	4	20
	Business Subject 3	4	20

	Business Subject 4	4	20
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**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 Module D	4	20

Together with a 40 credit Dissertation in the chosen specialism.

### **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 (in named specialism), the [General Academic Regulations – Undergraduate, Integrated Master and Professional Graduate Degree Programme Level](#) shall apply.
17. **BA:** In order to qualify for the award of the BA in 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 (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:

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
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**

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
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	40

Together with 60 credits from:

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
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:

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
Z1217	Creativity and Innovation Management	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

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
Z1217	Creativity and Innovation Management	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:

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
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**

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
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:

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
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:

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
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MG214	Hospitality and Tourism Management: An Introductory Synthesis	2	20
MG212	Destination Marketing and Management	2	20
MG314	Event Management and Working in the Third Sector	3	20
MG316	Internationalisation of Tourism Products and Services	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
MG214	Hospitality and Tourism Management: An Introductory Synthesis	2	20
MG212	Destination Marketing and Management	2	20
MG314	Event Management and Working in the Third Sector	3	20
MG316	Internationalisation of Tourism Products and Services	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

## 27. Business Subject in Human Resource Management

20 credits at each level from:

Module Code	Module Title	Level	Credits
HR206	Organizational Behaviour	2	20
HR410	People, Work and the Global Economy	4	20

## 28. Specialism in Human Resource Management



### **Compulsory Modules**

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
HR206	Organizational Behaviour	2	20
HR208	Work Psychology for HRM	2	20
HR302	Work, Employment and Society	2	20
HR303	Employment Relations	2	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:

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
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**

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
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
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Together with 60 credits from:

<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credits</b>
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
MK424	Tourism Marketing	4	20
MK430	Brand Building in a FMCG Environment	4	20
MK431	Sustainability, Marketing and Society	4	20