

STRATHCLYDE BUSINESS SCHOOL

FACULTY PROGRAMMES

BUSINESS ADMINISTRATION

Bachelor of Business Administration with Honours (in named specialisation)

Bachelor of Business Administration with Honours

Bachelor of Arts in Business Administration (in named specialisation)

Bachelor of Arts in 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](#).

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 specialisation from which they take at least 40 credits in both their second, third and fourth years.
7. Business Subject and Specialisation 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
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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 specialisation):

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 specialisation 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	3	20
	Business Subject 2	3	20
	Business Subject 3	3	20
	Elective Module(s)		20

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

Compulsory Modules

Module Code	Module Title	Level	Credits
BF302	Leadership Development Programme 2	3	20
WE301	Organising and Managing Across Cultures	3	20
	Specialist Subject Module A	3	20
	Specialist Subject Module B	3	20
	Business Subject 2	3	20

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

Compulsory Modules

For students on Bachelor of Business Administration with Honours:

Module Code	Module Title	Level	Credits
Either			
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
Or			
	Business Subject 1	4	40
	Business Subject 2	4	40
	Business Subject 3	4	20
	Business Subject 4	4	20

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

Module Code	Module Title	Level	Credits
Either			
	Specialist Subject Dissertation	4	20/40
And 60 or 80 credits from the Specialist Subject			
Or			
120 credits from the Specialist Subject			

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

Business Subject and Specialisation 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

And either 20 or 40 credits from:

Module Code	Module Title	Level	Credits
MS429	Project Management	4	20
MS426	Contemporary Business Technology	4	20

20. Specialisation 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
And either			
MS428	Business Analytics in Practice	4	20
MS424	Dissertation	4	40
And 60 credits from the optional modules			
Or			
MS4XX	Business Analytics in Practice	4	40
And 80 credits from the optional modules			

Optional Modules

Module Code	Module Title	Level	Credits
MS416	Business Analytics using Data Mining	4	20
MS429	Project Management	4	20
MS422	Risk Analysis and Management	4	20
MS426	Contemporary Business Technology	4	20
MS4XX	Systems Thinking with System Dynamics	4	20
MS4XX	Programming for Business Analytics	4	20
MS4XX	Artificial Intelligence: Principles and Machine Learning Applications	4	20

21. Business Subject in Business Enterprise

20 credits at each level from:

Module Code	Module Title	Level	Credits
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

And either 20 or 40 credits from:

Module Code	Module Title	Level	Credits
Z1403	Issues and Trends in Entrepreneurship	4	20

Z1405	International Entrepreneurship	4	20
Z1411	Enterprise Policy: Contemporary Challenges and Solutions	4	20

22. Specialisation in Business Enterprise

Compulsory Modules

Module Code	Module Title	Level	Credits
Z1218	New Venture Planning	2	20
Z1314	Entrepreneurial Capital	3	20
Z1315	Venture Management Strategy and Growth	3	20
And either			
Z1412	Research project for entrepreneurship, innovation, and strategy	4	40
And 80 credits from the optional modules in Business Enterprise			
Or			
120 credits from the optional modules in Business Enterprise			

Optional Modules

Module Code	Module Title	Level	Credits
Z1411	Enterprise Policy: Contemporary Challenges and Solutions	4	20
Z1413	Strategy making for social impact	4	20
Z1403	Issues and Trends in Entrepreneurship	4	20
Z1405	International Entrepreneurship	4	20
Z14XX	Social Innovation	4	20
Z14XX	Data for Business	4	20
Z1412	Research project for entrepreneurship, innovation, and strategy	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

And either 20 or 40 credits from:

Module Code	Module Title	Level	Credits
EC412	Industrial Economics	4	20
EC415	Behavioural Economics	4	20
EC416	Natural Resource, Environmental and Energy	4	20

24. Specialisation 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
And either			
EC419	Dissertation	4	20
And 100 credits from the optional modules in Economics			
Or			
120 credits from the optional modules in Economics			

Optional Modules

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
WE316	International Hospitality and Tourism in the Digital Age	3	20
WE314	Event Management: Planning and Sustainable Practice	3	20

And either 20 or 40 credits from:

Module Code	Module Title	Level	Credits
MG423	Hospitality and Tourism Analysis: Case Studies and Histories	4	20
SH474	Being an Ethical Manager	4	20

26. Specialisation 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
And either			
MG412	Dissertation	4	40
MG423	Hospitality and Tourism Analysis: Case Studies and Histories	4	20
And 60 credits from the optional modules in Hospitality and Tourism Management			

Or			
MG423	Hospitality and Tourism Analysis: Case Studies and Histories	4	20
And 100 credits from the optional modules in Hospitality and Tourism Management			

Optional Modules

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
Z1411	Enterprise Policy: Contemporary Challenges and Solutions	4	20
WE400	Current Issues in Tourism and Sustainability	4	20
WE404	People, Work and the Global Economy	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
WE303	Employment Relations	3	20

And either 20 or 40 credits from:

Module Code	Module Title	Level	Credits
WE405	People, Work and the Global Economy	4	20
WE403	HRM and Employment Relations in Public Services	4	20

28. Specialisation 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

WE302	Contemporary Issues in Human Resource Management	3	20
WE303	Employment Relations	3	20
And either			
HR406	Human Resource Management Dissertation and Research Methods	4	40
WE402	Perspective on Work and Employment	4	20
And 60 credits from the optional modules in Human Resource Management			
Or			
WE402	Perspective on Work and Employment	4	20
And 100 credits from the optional modules in Human Resource Management			

Optional Modules

Module Code	Module Title	Level	Credits
WE403	HRM and Employment Relations in the Public Services	4	20
WE405	People, Work and the Global Economy	4	20
WE401	Work Transitions	4	20
SH424	Being an Ethical Manager	4	20
MG402	Management, Enterprise and the Rise of the Global Economy	4	20

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

And either 20 or 40 credits from:

Module Code	Module Title	Level	Credits
MK415	International Business Management	4	20

MK410	Advances in Consumer Behaviour	4	20
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30. Specialisation 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
And either			
MK414	Dissertation	4	40
MK412	Brand Management	4	20
And 60 credits from the optional modules in Marketing			
Or			
MK412	Brand Management	4	20
And 100 credits from the optional modules in Marketing			

Optional Modules

Module Code	Module Title	Level	Credits
MK410	Advances in Consumer Behaviour	4	20
MK415	International Business Management	4	20
MK416	Managing Customer Relationships	4	20
MK418	Social Marketing	4	20
MK430	Brand Building in a FMCG Environment	4	20
MK431	Sustainability, Marketing & Society	4	20
MK421	Managing Integrated Marketing Communications	4	20