

## BA (Hons) Business Administration



**The BA (Hons) Business Administration is a 'top-up' degree specifically designed to help you convert your Higher National Diploma or equivalent qualification (such as CIMA or ACCA intermediate) in business or related subjects into a degree. The programme prepares you to enter the 'world of work' in a variety of business areas and undertake various business careers.**

### Further information

For further information about study opportunities in the Business School please visit our website at [www.business.mmu.ac.uk](http://www.business.mmu.ac.uk)

Enquiries about this programme should be made to:

[courses@mmu.ac.uk](mailto:courses@mmu.ac.uk)  
+44 (0)161 247 6969

This information is correct at the time of going to press. For terms and conditions applicable to the provision of the University's Educational Services please refer to the prospectus. March 2008.

The programme consists of three core units and three elective units. You will cover corporate financial management, cross cultural management and develop your professional and academic profile. Options available for electives span all areas of the Business School, from Marketing to Human Resources and Finance.

### Special Features

- You can select from a wide range of option choices which can lead to a named degree award – Business Administration with Finance, Human

Resource Management, Information Technology, International Business or Marketing.

- Just two years of study could convert your Higher National Diploma or equivalent into a Masters degree; many of our BA (Hons) Business Administration graduates continue onto postgraduate programmes.
- The programme is taught by approachable, supportive staff with both academic and industrial backgrounds.

- The degree is well regarded by employers, with selected units professionally recognised and accredited. We prepare our graduates for employment by ensuring a balance of both practical and theoretical knowledge.
- The programme adopts innovative teaching methods which are supported by WebCT, podcasting and video links.

## Fact File

### Full/Part-time:

Full-time

### Duration:

1 year

### UCAS Code:

N200

### Institution Code:

M40

## Programme Content and Structure

The following diagrams show the programme structure, detailing the units you will take in each year according to which degree title you wish to graduate in:

### BA (Hons) Business Administration

Corporate Financial Management  
Cross Cultural Management  
Professional and Academic Development  
Elective  
Elective  
Elective

### BA (Hons) Business Administration with Finance

### BA (Hons) Business Administration with Human Resource Management

### BA (Hons) Business Administration with Information Technology

### BA (Hons) Business Administration with International Business

### BA (Hons) Business Administration with Marketing

Corporate Financial Management  
Cross Cultural Management  
Professional and Academic Development  
Route specific Elective  
Route specific Elective  
Route specific Elective

You will learn about how modern firms manage cross cultural issues, about the importance of people to business organisations and about finance in organisations.

The Professional and Academic Development unit will enable you to enhance your academic skills and apply those skills via case study work linking theoretical study to practical application of

theory and the real world of business. All case studies are based on real-life business issues.

You can choose three electives from a large choice of options offered across the whole Business School. Careful selection of your options can lead to a specialised career focus and a named degree award e.g. BA (Hons) Business Administration with Marketing.

## Assessment

Assessment throughout your degree will be both formative and summative, adopting a wide range of assessment mechanisms.

Formative assessment is based on work prepared by you for tutorials and workshops and your contributions to those activities. It does not form part of your formal mark or grade for the unit or programme but it is a vital part of the learning process. Formative assessment helps you and your tutors determine whether or not you have understood the material and whether you are working in a satisfactory manner.

Summative assessment includes examinations, group or individual presentations, written essays and reports, poster presentations and portfolio collection and presentation. From the second year onwards these marks contribute towards your final degree classification.

## Student Experiences

“The BA (Hons) Business Administration course was tough and challenging but very interesting and rewarding. The case study unit related the academic material to the real world of business. This degree really helped me with my job hunting – I had followed one of the subject pathways and this gave me great confidence when applying for jobs.”

**Kok Loan**, BA (Hons) Business Administration

“This was a challenging and demanding course, but it was excellent. I met new people and adapted my studying techniques, aided by a workshop offered at the beginning of the course, which I found extremely helpful for the remainder. The options available on this course allowed me to choose areas I was interested in, which built on my knowledge from the HND i.e. Advanced Human Resource Management and Business Ethics.”

**Saphire Raydon-Rennie**, BA (Hons) Business Administration.

## Career Development Opportunities

The ‘pathways’ offer you the opportunity to cluster option units in finance, marketing, human resource management, international business or information technology so that you can focus your studies on a particular career path.

Graduates from the Business School have an excellent record in gaining employment in a wide range of organisations. Some students continue their studies by applying to join professional bodies or by progressing to postgraduate study. Some students go on to set up their own businesses. The Business School has its own graduate incubator, Innospace, to help these students get started – visit [www.innospace.co.uk](http://www.innospace.co.uk) for more information.

“This degree really helped me with my job hunting – I had followed one of the subject pathways and this gave me great confidence when applying for jobs.”



## Entry Requirements

All applicants are considered individually.

### BA (Hons) Business Administration

### BA (Hons) Business Administration with Finance/Human Resource Management/International Business/Marketing

- Applicants must normally achieve an HND in Business or a Foundation Degree in Business (or equivalent) awarded by MMU, or an HND Business (Merit profile) or a Foundation Degree (normally 50% average) from another institution, or Chartered Institute of Management Accountants (CIMA) and Association of Chartered Certified Accountants (ACCA) Intermediate Level.

### BA (Hons) Business Administration and Information Technology

- Applicants must normally achieve an HND in Business Information Technology or a Foundation Degree in Business Information Technology (or equivalent) awarded by MMU, or an HND Business (Merit profile) or a Foundation Degree (Merit equivalent profile) from another institution.
- Equivalent qualifications such as HND Business majoring in IT and HND e-Commerce may be considered, providing there is adequate underpinning to the curriculum for this pathway.
- There is an expectation that students coming on to this programme will have studied practical IT, systems analysis and design, and aspects of business to HND level.

Application for all of our programmes is through UCAS

Application forms can be obtained from [www.ucas.com](http://www.ucas.com) or call **0870 1122211**