

# Business Administration

## Programme Information

2022.01, Approved

### Overview

Programme Code	35952
Programme Title	Business Administration
Awarding Institution	Liverpool John Moores University
Programme Type	Top-up

### Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Business Administration with Hons - BBA	N/A

Alternate Award Names	
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Partner Name	Partnership Type
Sri Lanka Institute of Information Technology	Franchised

### External Benchmarks

Subject Benchmark Statement	UG-Business and Management (2019)
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## Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length Programme Length Unit
Full-Time, Face to Face	February	Sri Lanka Institute of Information Technology	1 Years

## Aims and Outcomes

Educational Aims of the Programme	<p>This degree aims to provide students with the knowledge, understanding and transferable skills essential to organisations looking for tomorrow's entrepreneurs, leaders and managers. The main aims of the programme are to: I. provide a broad based education in general business and management to students from varying backgrounds who are seeking graduate status II. develop students' understanding and awareness of general business and management and the role of managers, leaders and business functions in all types of organisations III. encourage and foster the ability to apply knowledge in an innovative, creative and reflective manner IV. adopt a strategic perspective in order to reflect the need for organisations to adapt strategies to dynamic and often short-term market conditions V. provide a learning experience in those key areas of general management perceived to be relevant to the performance of organisations in the 21st century, for example: a. creativity and enterprise b. the private, public and not for profit sectors c. project and operations management d. strategic and change management e. managing quality and service operations VI. provide a foundation for a career in business management, including association with an appropriate professional body and facilitation of the attainment of professional qualifications VII. provide a foundation for life-long learning in both the business and wider context of study and learning activities. Students will be equipped to be flexible and with transferable skills VIII. provide an understanding of the key drivers for small business success including the importance of innovation and taking calculated risks and the need to provide customer satisfaction and build customer loyalty. IX. to encourage students to engage with employability skills by completing a self-awareness statement. Students completing Level 4 of the programmes student would be able to: 1. Apply the core techniques of both Business and management theory. 2. Understand the key principles of economics, accountancy, marketing and business. 3. Apply basic quantitative techniques to business problems. 4. Appreciate the academic and professional skills related to business management Students completing Level 5 of the programmes student would be able to: 1. Analyse the structure, functions, processes and management of business organisations. 2. Apply research methods to a range of business issues 3. Utilise technical approaches to business management decision making 4. Digest and apply theory to real world case studies</p>
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## Learning Outcomes

Code	Number	Description
PLO1	1	understand the nature of business organisations including small business and their management
PLO2	2	have knowledge and understanding of markets: the development, access and operation of markets for resources, goods and services.
PLO3	3	develop effective marketing and sales and understand the different approaches for segmentation, targeting, positioning generating sales as well as the need for innovation in product and service design.
PLO4	4	manage customer expectations, relationships and develop of service excellence.
PLO5	5	have knowledge in the area of finance, its sources, uses and management . This includes the use of accounting and other information systems for planning, control, decision making and managing financial risk.

PLO6	6	manage people and have an understanding of human resources, developing leadership alongside people and organisation management to include the implications within a legal context.
PLO7	7	comprehend the complexities of organisational behaviour to facilitate the design and development of organisations to include cross-cultural issues such as change, diversity and values.
PLO8	8	undertake effective operational management through managing resources, the supply chain, procurement, logistics, outsourcing and quality systems
PLO9	9	develop the ability to identify relevant techniques and skills to business problems
PLO10	10	develop an integrated and flexible approach to the study of business/management
PLO11	11	demonstrate the ability to see relationships within what has been learned and to perceive the field of study in a broader perspective
PLO12	12	understand the external environment - the constraints within which business activity takes place and their effect upon business management
PLO13	13	demonstrate and develop cognitive and intellectual skills, including analysis, synthesis, evaluation and problem solving
PLO14	14	develop numeracy and quantitative skills
PLO15	15	demonstrate the ability to research key management in a timely manner
PLO16	16	develop key transferable and employability skills
PLO17	17	develop skills in project management, planning a business enterprise, team management and leadership.
PLO18	18	research, develop and design strategies in a variety of functional business contexts
PLO19	19	develop skills in business, management and enterprise.
PLO20	20	develop employability skills suitable for business, management and entrepreneurial roles
PLO21	21	demonstrate competence and professionalism in communication and problem-solving skills
PLO22	22	apply concepts and knowledge to organisational issues
PLO23	23	identify the presence of opportunities and threats arising from changes in the constraints upon the business environment.
PLO24	24	apply independent learning through reflections and independent thinking
PLO25	25	have strong communication skills (written and oral)
PLO26	26	effectively use of learning technologies and IT for business applications
PLO27	27	undertake effective self-management (including time management and initiative)
PLO28	28	have the ability to learn and work towards targets/goals
PLO29	29	gain interpersonal skills (listening, negotiation etc.)
PLO30	30	undertake effective team-working and develop their own skills (the ability to work as part of a team, manage or lead a team, influence a team, project management)
PLO31	31	have strong self-awareness, openness and sensitivity to diversity
PLO32	32	differentiate between private, public and not for profit sectors.

PLO33	33	gain an understanding of entrepreneurial culture and intrapreneurship
PLO34	34	undertake effective project management
PLO35	35	identify appropriate operational approaches within the service sector
PLO36	36	undertake strategic and change management
PLO37	37	understand additional key areas identified in the Benchmark for Business and Management, namely: markets, customers, finance, people, operations, information systems, communication and information technology, business policy and strategy, relevant contemporary and pervasive issues.

## Course Structure

Programme Structure Description	The programme is offered as a Level 6 top-up. The programme operates within the University Academic Framework and is divided into study units called modules. All modules on the programme have a credit value of 20 credits. Each 20 credit module represents 200 hours of student learning, study, revision and assessment. A 20 credit module would attract class contact hours in the range of 20-50 hours depending upon the nature of the subject being studied. A student studies for 120 credits in each academic year. Please note that not all optional modules may be available each year.
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Programme Structure - 200 credit points	
Level 6 - 200 credit points	
Level 6 Core - 100 credit points	CORE
[MODULE] 6551SLIBM Strategic Management Approved 2022.01 - 20 credit points	
[MODULE] 6552SLIBM Innovation and Creativity for Business Approved 2022.01 - 20 credit points	
[MODULE] 6553SLIBM Global Business Environment Approved 2022.01 - 20 credit points	
[MODULE] 6554SLIBM Project Management Approved 2022.01 - 20 credit points	
[MODULE] 6550SLIBM Researching and Developing a Business Plan for a New Venture Approved 2022.01 - 20 credit points	
Level 6 Optional - 100 credit points	OPTIONAL
[MODULE] 6555SLIBM Social Enterprise Approved 2022.01 - 20 credit points	
[MODULE] 6558SLIBM Environmental Management Approved 2022.01 - 20 credit points	
[MODULE] 6559SLIBM Corporate Governance and Finance Approved 2022.01 - 20 credit points	
[MODULE] 6556SLIBM Diversity Management Approved 2022.01 - 20 credit points	
[MODULE] 6557SLIBM Lean Six Sigma Approved 2022.01 - 20 credit points	

## Teaching, Learning and Assessment

Teaching, Learning and Assessment	<p>The acquisition of knowledge gained from this programme is developed through a range of teaching and learning strategies. These include realistic case-studies, workshops, lectures, tutorial support, the virtual learning environment (VLE), coursework assignments, directed reading and guided study. All of which will enable the linking of theory to practical scenarios and examples. It is expected that students will be able to develop and demonstrate independence in their learning activities, which will be encouraged by the diverse range of teaching and learning methods. Initial knowledge and understanding of business and management topics will be developed through the range of teaching and learning methods outlined and this will be supported by the further wider reading of referenced materials by the student. A virtual learning environment (VLE) termed Canvas allows teaching and learning materials to be readily available and provide a dialogue to maintain tutor and peer contact. The predominant summative assessment methodology is coursework, which will require participants to relate learning to an organisational context. A range of assessment methods will be used such as individual/group reports, essays, individual/ group presentations, class tests and unseen examinations. Formative assessment is provided through a range of methods which may include, oral presentations, debates, VLE tests/quizzes, class group discussions or VLE discussion forums. Intellectual skills are developed through practical (case study or 'real-world') activities, tutorial work and coursework assignments. Examples of teaching and learning on the programme include: Lectures Tutor led tutorials Student led tutorials Workshops Self directed learning Intellectual skills are assessed. A variety of assessment methods are used and formal examination, coursework (including formal reports and presentations are the main methods for assessment. Examples of assessment on the programme include; Essays Reports Class Tests Unseen Examinations Presentations (individual/group) Practical skills are developed in a co-ordinated and progressive manner throughout the three levels of the programme. In the lower levels attention is focused on the acquisition of basic skills, while at the higher levels more advanced techniques are introduced. A variety of assessment methods are used to assess practical skills including practical tasks, formal reports, presentations. Transferable skills are generally incorporated within modules and related to relevant assessments as appropriate. Transferable skills are assessed. A variety of assessment methods are used including examinations, reflective learning, formal reports, practical ICT tasks, and presentations.</p>
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## Opportunities for work related learning

Opportunities for work related learning
<p>The programme also has strong employer involvement. For example, several modules have guest speakers from industry, so that the application of theory can be analysed in the real working environment. Should a student be keen to seek a placement, the Faculty of Business at SLIIT will liaise with the Career Guidance Unit at SLIIT and communicate such opportunities to students. SLIIT has a number of non-compulsory courses based around employability skills which are available for students to undertake. The programme will provide students with a range of assessments which draw upon actual scenarios within an organisational context. These scenarios prepare the student for the real world and provide them with a range of competency skills, such as numeracy, communication problem solving, organising and time management and IT which are vital for employability. To support this further, the programme has a continued theme of graduate skills necessary for employability embedded within its modules. At Level 6 in particular, students research the feasibility of a new business venture, where they will encounter and deal with real business problems. This feasibility study is undertaken individually and will require students to analyse their findings. Also at level 6 the Strategic Management/CSR module will require students to analyse a range of business strategy problems using a number of case studies of real companies. These realistic case studies will focus on the development of work related skills that are relevant to the study of business at undergraduate level.</p>

## Entry Requirements

Type	Description
Other international requirements	Students will be able to demonstrate efficiency in English to a standard equivalent to IELTS 6. Decisions on equivalence will be made by the relevant link tutor or programme leader within Liverpool Business School.

Alternative qualifications considered	RP(E)L for students from other colleges will be on a case by case basis where their diploma should be equivalent to Levels 4 and 5 of the BBA. The SLIIT Programme Leader will do a mapping to determine whether the student's qualification matches the Level learning outcomes. This mapping informs the RP(E)L approval undertaken by LJMU. As with normal admissions, the final decision rests with LJMU.
NVQ	The standard entry route for the programme will be from the SLIIT Higher National Diploma in Business Administration and successful completion of the bridging module (Research Methods). This has been suitably mapped to Levels 4 and 5 of the BA (Hons) Business Management (SIS Code 31816) for the purposes of articulation and RP(E)L. Level 6 of the BBA (Hons) is identical to the BA (Hons) Business Management (SIS Code 31816). Students at SLIIT undertake two years of studies in English as part of their Higher National Diploma studies. The achievement of a SLIIT Higher National Diploma in Business Administration is sufficient English proficiency. While SLIIT makes a decision on applications, the final decision on acceptance of any student on the programme rests with LJMU (through the Link Tutor) at registration. Link Tutor approval of applicants is at the final stage of student recruitment process, although the Link Tutor can be contacted at any stage if a discussion about a particular student is needed. In cases where RP(E)L is required, the approval of the credits is undertaken by LJMU.

## Programme Contacts

### Programme Leader

Contact Name
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### Link Tutor

Contact Name
Alison Lawman