Template C4

Kingston University London

Programme Specification

Title of Course: *BBA (Hons) BBA (Hons)*

Date first produced	30/09/2012
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Version number	7
Faculty	Faculty of Business and Social Sciences
School	Kingston Business School
Department	Department of Accounting, Finance and Informatics
Delivery Institution	SVKM-IIS, Mumbai

This Programme Specification is designed for prospective students, current students, academic staff and employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes and content of each modules can be found in the course VLE site and in individual Module Descriptors.

SECTION 1: GENERAL INFORMATION

Award(s) and Title(s): *Up to 10 pathways*	BBA (Hons) BBA (Hons)
Intermediate Awards(s) and Title(s): *There are 4 Intermediate awards for each pathway*	CertHE DipHe Ordinary degree
Course Code *For each pathway and mode of delivery*	
UCAS code *For each pathway*	-

Award(s) and Title(s): *Up to 10 pathways*	BBA (Hons) BBA (Hons) with professional placement
Intermediate Awards(s) and Title(s): *There are 4 Intermediate awards for each pathway*	CertHE DipHe Ordinary degree
Course Code *For each pathway and mode of delivery*	
UCAS code *For each pathway*	

RQF Level for the Final Award:	
Awarding Institution:	Kingston University
Teaching Institution:	SVKM-IIS, Mumbai
Location:	Level 4 and Level 5 in SVKM-IIS, Mumbai Level 6 in Kingston Business School (KBS), Faculty of Business and Social Sciences, Kingston Hill
Language of Delivery:	English
Modes of Delivery:	Full-time With Professional Placement
Available as:	Full field
Minimum period of registration:	Full-time - 3 With Professional Placement - 4
Maximum period of registration:	Full-time - 6 With Professional Placement - 8
Entry Requirements:	The minimum entry qualifications for the programme are:

	From A levels: 100 UCAS Tariff Points
	BTEC: DMM
	Access Diploma: Pass Access course with a minimum of 48 credits at level 3 or above including 21 at Merit
	Plus: Five GCSEs grade A – C, including Maths and English Language
	Indian Qualifications: Standard XII: Higher Secondary School Certificate or Senior School Certificate Examination (CBSE, CISCE, Tamil Nadu, Maharashtra & West Bengal boards) 60% marks AND 70% or above in "English Core", "Functional English", "Elective English"
	Standard XII: Higher Secondary School Certificate or Senior School Certificate Examination (other state boards) 65% marks AND 70% or above in "English Core", "Functional English", "Elective English"
	International Baccalaureate (IB/IBO) 100 points AND 5/7 or above in "English Core", "Functional English", "Elective English"
	A minimum IELTS score of 6.0 TOEFL 80 or equivalent is required for those for whom English is not their first language or do not meet the above English Language requirement.

	Entry is normally at Level 4 with A-level or equivalent qualifications (See section D). Transfer from a similar course is possible at Level 5 with passes in comparable Level 4 modules – but is at the discretion of the course team. Intake is normally in September.
Programme Accredited by:	AACSB
QAA Subject Benchmark Statements:	Business and Management
Approved Variants:	BBA (Hons.) with business experience BBA (Hons.) with business experience and professional placement
Is this Higher or Degree Apprenticeship course?	

For Higher or Degree Apprenticeship proposals only	
Higher or Degree Apprenticeship standard:	NA
Recruitment, Selection and Admission process:	NA
End Point Assessment Organisation(s):	NA

SECTION 2: THE COURSE

A. Aims of the Course

The main features of this programme are:
- To provide students with a basic knowledge and understanding of key business foundation disciplines including business environment, economics, resource management, business information systems and quantitative methods
- To develop an appropriate level of critical knowledge and understanding of a range of activities within the main business functional areas
- To acquire knowledge and understanding of the principles of entrepreneurship and enterprise development
- To develop a specialist critical knowledge and understanding of one or more of the main business functional areas, within the international context
- To prepare students for graduate employment as sustainable managers in the international context, research, further study and lifelong learning by developing their intellectual, practical and key (transferable) skills

The aim of the four-year programme is to provide an opportunity for students to gain their own personal experience of working in an applied setting, and then reflect upon it to focus on aspects of this experience that they can clearly relate to theoretical concepts and to evaluate the relationship between theory and practice.

B. Intended Learning Outcomes

The course outcomes are referenced to the relevant QAA subject benchmarks indicated and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2019) and relate to the typical student. Link available here. The course provides opportunities for students to develop and demonstrate knowledge and understanding specific to the subject, key skills and graduate attributes in the following areas:

The programme learning outcomes are the high-level learning outcomes that will have been achieved by all students receiving this award. They must align to the levels set out in the 'Sector Recognised Standards in England' (OFS 2022).

Programme Learning Outcomes

	Knowledge and Understanding On completion of the course students will be able to:		Intellectual Skills On completion of the course students will be able to		Subject Practical Skills On completion of the course students will be able to
A1	Demonstrate a knowledge and understanding of the business environment with a special focus on the dynamics of entrepreneurship	B1	Deal critically with business/management problems and issues in order to produce innovative strategies for new or existing ventures	C4	Conduct themselves in a professional manner appropriate for the workplace
A2	Demonstrate knowledge and understanding of key business foundation disciplines such as business environment, accounting, marketing, business information systems, organisation behaviour, entrepreneurship and innovation	B2	Identify and select relevant sources of business data	C1	To use planning tools in forecasting and budgeting in business operations
A4	Demonstrate an awareness and understanding of the major interpretations of culture, identity and ethnicity and of the ethnographical approaches for interpreting culture in given contexts	B3	Critically analyse and appraise business information	C2	Demonstrate financial literacy through reading and interpreting managerial information and other data
A3	Demonstrate critical knowledge and understanding of a range of activities within the key business functional areas such as human resource management and innovation management	B4	Deal critically with management problems and issues in order to produce recommendations for decision and subsequent action	C3	Demonstrate the ability to pick and deploy resources in entrepreneurial and administrative contexts.

In addition to the programme learning outcomes, the programme of study defined in this programme specification will allow students to develop the following range of Graduate Attributes:

1. Creative Problem Solving
2. Digital Competency
3. Enterprise
4. Questioning Mindset
5. Adaptability
6. Empathy
7. Collaboration
8. Resilience
9. Self-Awareness

C. Outline Programme Structure

This programme is offered in full-time mode and leads to the award of BBA (Hons) Business Administration. Entry is normally at level 4 with A-level or equivalent qualifications (See section D). Transfer from a similar programme is possible at level 5 with passes in comparable level 4 modules – but is at the discretion of the course team. Intake is in September. Students who study the first two years of the course in SVKM-CIS, Mumbai, take the final year at Kingston University. Full details of each module will be provided in module descriptors and student module guides.

Each level is made up of four modules each worth 30 credit points. Typically, a student must complete 120 credits at each level. All students will be provided with the University regulations during the induction period and updated on virtual learning environment (Canvas course page). These detail the processes and procedures in place to ensure all students are treated equally and fairly. For every level of study, full details of each module are provided in module descriptors and student module guides. These will be made available on the virtual learning environment (Canvas module page).

Modules by level:
- Level 4/Year 1: Four core modules
- Level 5/Year 2: Three cores, one free elective
- Level 6/Year 3: Two cores, one entrepreneurial option module, one free elective
- Year 4: Optional work placement year

BBA (Hons) BBA (Hons)

Level 4							
BBA (Hons) BBA (Hons)							
Core modules	Module code	Credit Value	Level	Teaching Block	Pre-requisites	Full Time	Part Time
BUSINESS STATISTICS AND INFORMATION TECHNOLOGY	BB4402	30	4	1 and 2			
Economics for business	BB4404	30	4	1 and 2		1	

MARKETING PRACTICE	BM4701	30	4	1 and 2			
Organisational Behaviour	BH4101	30	4	1 and 2			
Optional Modules							

Progression to Level 5

- This course permits progression from level 4 to level 5 with 90 credits at level 4 or above. The outstanding 30 credits from level 4 can be trailed into level 5 and must be passed before progression to level 6.
- Students who trail BM4701 cannot take the elective marketing module. Students who wish to trail BA4701 can take any other option at level 5.
- Students exiting the course at this point who have successfully completed 120 credits at level 4 or above, are eligible for the award of Certificate of Higher Education in Business Administration.

Level 5							
BBA (Hons) BBA (Hons)							
Core modules	**Module code**	**Credit Value**	**Level**	**Teaching Block**	**Pre-requisites**	**Full Time**	**Part Time**
Business Accounting	BA5801	30	5	1 and 2			
Culture and International Business	BS5201	30	5	1 and 2			
Entrepreneurship	BS5202	30	5	1 and 2			
Optional Modules							
Contemporary Project Management	BB5109	30	5	Year long		2	
HUMAN RESOURCE MANAGEMENT IN AN INTERNATIONAL CONTEXT	BH5102	30	5	1 and 2	None	1	
Marketing Insights	BM5701	30	5	1 and 2		2	

Progression to Level 6

- This course permits progression from level 5 to level 6 with 210 credits with a minimum of 90 credits at level 5. The outstanding 30 credits from level 5 can be trailed into level 6 and must be passed before consideration for an award or progression to placement year.
- Students who trail BA5801 cannot take the optional module BA6321, since it pre-requires BA5801; students who wish to trail BA5801 can take any other option at level 6.
- Students exiting the programme at this point who have successfully achieved 240 credits at level 4 or above, of which at least 120 credits are in level 5 or above, are eligible for the award of Diploma of Higher Education in Business Administration.

Level 6							
BBA (Hons) BBA (Hons)							
Core modules	**Module code**	**Credit Value**	**Level**	**Teaching Block**	**Pre-requisites**	**Full Time**	**Part Time**
INTERNATIONAL BUSINESS OPERATIONS	BO6203	30	6	1 and 2			
STRATEGIC MANAGEMENT	BS6201	30	6	1 and 2			
Optional Modules							
Data-Driven Decision Making	BB6807	30	6	1 and 2		3	
Financial Management	BA6327	30	6	1 and 2		3	
GLOBAL CORPORATE CITIZENSHIP & SUSTAINABLILITY	BS6204	30	6	1 and 2		3	
Innovation	BS6701	30	6	1 and 2		0	0
INTERNATIONAL ENTREPRENEURSHIP IN SMEs	BS6205	30	6	1 and 2		0	0
MARKETING COMMUNICATIONS	BM6603	30	6	1 and 2		3	
PSYCHOLOGY FOR BUSINESS AND MANAGEMENT	BH6017	30	6	1 and 2		3	
SERVICE OPERATIONS MANAGEMENT	BO6032	30	6	1 and 2		3	

Level 6 requires the completion of

- Students who achieve 300 credits at level 4 or above, of which at least 180 credits are at level 5 or above and of which at least 60 credits are at level 6 or above, may be awarded a Pass Degree (Ordinary/Non-Honours) degree.
- Students undertaking the 4-year programme are expected to join a work placement of minimum 36 weeks duration (including any leaves) and a maximum of 12 months (depending on the Tier 4 visa end date). The employment will normally be on a full-time basis. The faculty must approve the placement, prior to commencement to ensure its suitability, the deadline for getting the placement approved in end of September. All placements are expected to finish by the course end date.
- Students transitioning from L5 (SVKM-IIS) to L6 (KU), who encounter delays in the Tier 4 visa application process, will be accommodated as much as possible via the late enrolment opportunities at KU (Oct). The last date of L6 enrolment in each year is normally the Monday of the third week of teaching on a course. Any further delays are expected to negatively impact student learning experience, as such students will be directed to request for Interruption of their studies and resume in the next academic year. Students will need to apply using the online system in OSIS. Further information and instruction are available on the University's Website.

- Where an interruption of study is agreed with the Course Leader at KU, the interrupted year will count towards the maximum period of registration on the course and the student can normally only request two consecutive interruptions.
- Where students have received a final decision and cannot get a Tier 4 student visa to come to UK for their L6, they will be withdrawn from the course and the subsequent board will make a decision on the qualifying interim exit award.

BBA (Hons) BBA (Hons) with professional placement

Level 4							
BBA (Hons) BBA (Hons) with professional placement							
Core modules	**Module code**	**Credit Value**	**Level**	**Teaching Block**	**Pre-requisites**	**Full Time**	**Part Time**
BUSINESS STATISTICS AND INFORMATION TECHNOLOGY	BB4402	30	4	1 and 2		0	0
Economics for business	BB4404	30	4	Year long		1	
MARKETING PRACTICE	BM4701	30	4	1 and 2		0	0
Organisational Behaviour	BH4101	30	4	1 and 2		0	0
Optional Modules							

Level 6							
BBA (Hons) BBA (Hons) with professional placement							
Core modules	**Module code**	**Credit Value**	**Level**	**Teaching Block**	**Pre-requisites**	**Full Time**	**Part Time**
BBA Year 4 Work Placement	BH6030	120	6	1 and 2		0	0
INTERNATIONAL BUSINESS OPERATIONS	BO6203	30	6	1 and 2		0	0
STRATEGIC MANAGEMENT	BS6201	30	6	1 and 2		0	0
Optional Modules							
Innovation	BS6701	30	6	1 and 2		0	0
INTERNATIONAL ENTREPRENEURSHIP IN SMEs	BS6205	30	6	1 and 2		0	0

D. Principles of Teaching, Learning and Assessment

At the heart of the programme is the combination of theory and business practice. Research-active staff expose students to current research developments, whilst industry guest speakers provide additional opportunities to relate these to practice.

Curriculum content: Each module content has been developed and designed by a team of academics from diverse backgrounds (gender, nationality, ethnicity etc.) to ensure appropriate representation and coverage of important concepts. The module readings materials are drawn from authors belonging to a variety of nationality and cultural backgrounds each providing a unique perspective on the topic.

Pedagogic styles: Teaching sessions are designed to be light in content and provide opportunities to learn from teacher-to-student as well as student-to-student. Likewise, various individual and group activities are built in weekly sessions along with opportunities for interactive Technology Enhanced Learning (using free online resources e.g., kahoot, mentimeter, polleverywhere). The course team acknowledges that working together with peers will help increase student's knowledge acquisition and diversity skills. Further, the module contents are developed by KU MLs and will be delivered by SVKM-IIS staff which will provide opportunities to enrich the teaching with SVKM-IIS staff's perspective and expertise. At KU and SVKM-IIS, guest speakers invited in the lecture sessions are from different cultural and social backgrounds that closely represents the diversity of students in Higher Education.

Assessment strategies: The assessment on the course enables students to reflect on real world problems from multiple stakeholder perspectives giving them a diverse viewpoint. The assessments have been carefully planned and effectively scheduled to help all students, especially those with specific learning differences or disability or those with caring or employment responsibility beyond their studies. The range of assessment styles (MCQs, Individual assignment, group assignment, presentation, lab based practical test, online test etc.) built into the course ensures students with diverse backgrounds can still be fairly evaluated on their ability to meet the course learning outcomes and academic standards.

Assessments typically require substantial primary and secondary research to be undertaken, ensuring students progressively develop critical thinking and information literacy skills at each level of the programme. The latest technology is used to enhance learning and collaborative working. The assessment strategy ensures that students have explicit formative opportunities for practice and feedforward designed to help them achieve their full potential in final (summative) assessment.

Our rich and inclusive curriculum is continually reviewed in consultation with our students to take account of new developments, seeking to keep the programme exciting and lively. A range of methods is used to actively engage students, including problem solving and enquiry-based learning, industry research and peer-assisted learning. Formative assessment develops key aims during the progress of a module.

Exams (which may include progress testing of core knowledge) seek to assess the depth and range of student understanding. Presentation skills and group learning are developed throughout the programme to emulate the real-world situations in which our students may find themselves.

The use of group work develops the essential skills of working with others (a key feature of the Organisational Behaviour module at level 4) and thus replicates business practice of collaborative teamwork; group work is supported through class activities in each module where it occurs. Students will also benefit substantially from the business simulations that are embedded in the programme and some of the modules. These simulations enable students to gain an understanding of key decision-making processes and the links between subject areas from a very early stage.

All L4 and L5 students will be allotted personal tutors among teaching staff at SVKM-IIS and all L6 students will be allotted personal tutors among staff at KBS. Feedback received and discussed in year one will feed forward into year two, and subsequently will be passed on to the Course Director at KU to feedback to the final year tutors, further enabling tutors to direct tutees to appropriate sources of support, guidance and development. Along with Personal tutors, Business & Professional Experience Team will also be able to support students in discussions around their potential or preferred career aspirations.

In addition, early formative and summative assessment during the first five weeks of the programme is used to monitor student engagement with both in-class and online learning. Students who are considered at risk due to low engagement can be identified and advised by the personal tutor with the support of the student liaison team as appropriate.

E. Support for Students and their Learning

Students on L4 and L5 are supported at SVKM-IIS by:
- Local Module leader for each module
- Course Co-ordinator to help students understand the programme structure
- Programme administrator
- Personal Tutors
- Careers Team
- Peer Review Tutoring
- Technical support to advise students on IT and the use of software
- An induction welcome week at the start of the programme at L4
- Ongoing re-induction sessions at L5
- Sub field Staff Student Consultative Committee and Course Representatives
- Canvas – a versatile on-line interactive intranet and learning environment
- Disabled student support

Students on L6 are supported at KU by:
- Module leader for each module
- Course Director to help students understand the programme structure
- Designated programme administrator in UG admin office
- Personal Academic Tutors
- Careers and Employability Service
- A dedicated placement office, with full-time placement support officers and student placement mentors
- Peer-Assisted Learning (PAL) student mentors
- Business Academic Skills Centre (BASC)
- Technical support to advise students on IT and the use of software
- An induction welcome week at the start of L6
- Staff Student Consultative Committee and Course Representatives
- Canvas – a versatile on-line interactive intranet and learning environment
- Student support facilities that provide advice on issues such as finance, regulations, legal matters, accommodation, international student support, student well-being etc.
- International students support from the International office and specialist administrative staff
- Disabled student support
- The Union of Kingston Students

F. Ensuring and Enhancing the Quality of the Course

The University has several methods for evaluating and improving the quality and standards of its provision. These include:
- External examiners
- Boards of study with student representation
- Annual Monitoring and Enhancement
- Periodic review undertaken at subject level

- Student evaluation including Module Evaluation Questionnaire (MEQs) and level surveys.
- Moderation policies
- Feedback from employers
- Informal feedback mechanisms such as Early Module Review
- Institutional governance structures designed to escalate issues that cannot be solved locally.

G. Employability and work-based learning

Developing employable graduates with the entrepreneurial spirit and critical thinking required by employers today is at the heart of this programme.

Students go on to a wide range of careers, such as working for leading multinationals, becoming entrepreneurs, working in the public sector or taking leading roles in the voluntary sector.

At all levels, students have the opportunity to engage in work-related projects that draw on case studies and real-life scenarios, and all modules are designed to develop skills valued by employers, such as presentations, teamwork, critical thinking, problem solving and communication skills.

This is achieved by embedding employability initiatives within the curriculum as well as designing appropriately authentic assessment methods to mirror real-life practices, such as business plans and reports and summaries, so that students are exposed to opportunities that develop their skills on an ongoing basis.

Students are encouraged to reflect on their learning, so they can also articulate how the acquisition of such skills relates to practice and how they can be developed in the future. Business practitioners often contribute to the evaluation of student work.

The services of a dedicated Business and Professional Experience team are offered to all students. The faculty school offers employment-based activities where employers are invited on campus to participate in specialist networking activities, such as the Strategy into Practice seminar series, events which provide additional opportunities for students to hear about current business issues from prominent guest speakers.

As an alternative to immediate employment upon completion of the degree, Faculty of Business and Social Sciences graduates are also well prepared for postgraduate study.

To complement the development of employability skills within the curriculum, the University also formally recognises students who build up a portfolio of skills developed through non-academic activities such as volunteering, maintaining a personal development planning journal and attending networking seminars, through the Kingston Award.

High-achieving students are also eligible for Student Achievement Awards that recognise excellent academic achievement.

Work placements are actively encouraged – although it is the responsibility of individual students to source and secure such placements. This allows students to reflect upon their own personal experience of working in an applied setting, to focus on aspects of this experience that they can clearly relate to theoretical concepts and to evaluate the relationship between theory and practice.

Work-based learning, including sandwich courses and higher or degree apprenticeships

NA

H. Other sources of information that you may wish to consult

You may wish to refer the subject benchmark statements, Canvas (Kingston University virtual learning environment – for current students only) and SVKM-IIS websites https://iis.svkm.ac.in/

I. Development of Course Learning Outcomes in Modules

This table maps where course learning outcomes are **summatively** assessed across the modules for this course. It provides an aid to academic staff in understanding how individual modules contribute to the course aims, a means to help students monitor their own learning, personal and professional development as the course progresses and a checklist for quality assurance purposes.

Module Code		Level 4				Level 5						Level 6										
		BH4101	BB4402	BM4701	BB4404	BM5701	BB5109	BH5102	BS5201	BS5202	BA5801	BH6017	BA6327	BO6203	BS6201	BH6030	BS6205	BS6701	BM6603	BB6807	BO6032	BS6204
Knowledge & Understanding	A1	S							S	S								S				
	A2	S	S	S						S	S			S				S				
	A4	S							S	S				S				S				
	A3	S								S								S				
Intellectual Skills	B1	S		S					S	S	S			S				S				
	B2	S	S	S					S	S				S				S				
	B3	S	S	S						S	S			S				S				
	B4	S		S					S	S	S			S				S				
Practical Skills	C4	S		S					S	S				S				S				
	C1	S							S	S								S				
	C2	S							S	S								S				
	C3	S		S					S	S	S							S				

Students will be provided with formative assessment opportunities throughout the course to practise and develop their proficiency in the range of assessment methods utilised.