



BIRMINGHAM CITY
University

BA (Hons) **Business Administration** **(Top-up)**

Final Year | Part-time Programme

Course Reg. No. 252291



Birmingham City University



With around 24,000 students from 80 countries, Birmingham City University (BCU) is a large, diverse and increasingly popular place to study. We put students at the heart of everything we do, giving them the best opportunities for future success.

The University has an enviable reputation for providing quality, student-focused education in a professional and friendly environment.

Our superb courses, state-of-the-art facilities, first-rate staff, and focus on practical skills and professional relevance produce some of the country's most employable graduates.

About Birmingham City Business School




Birmingham City Business School is a leading practice-based international business school. We offer over 40 highly innovative undergraduate and postgraduate courses that are tailored to student and industrial needs and wants.

The school is led by a team of around 100 full-time academic staff but their academic skills are just part of who they are. Among them they have worked in senior positions in companies such as, Tesco Stores Limited, The Prince's Trust, Midland Heart Ltd, Hong Kong University, Barclays Bank, Land Rover, H&M and BT to name a few.

We also have two specialist centres, both of which work closely with business to offer innovative research, consultancy services, training and the chance to employ our students. Everything that these centres teach, research or discover also feeds back into our courses, so that students across the University benefit from their great expertise and close links with business.

The BA (Hons) Business Administration (Top-up) programme offers students the opportunity to develop a broad base of business knowledge, a range of essential personal competencies and a comprehensive understanding of both the individual within an organisation and the organisation within its environments. This will help to expand their understanding of their own role within organisations or in setting up their own business. This programme provides students with the opportunity to develop a theoretical understanding of theory in the conduct of business as well as tasks and challenges which develop key transferable skills essential to a career in business.

Programme Highlights

 <p>Can be completed in 1 YEAR</p>	 <p>6 PRACTICAL-BASED MODULES 100% Coursework based</p>	 <p>BALANCING STUDY AND WORK Weekday evening programme designed for working adults</p>
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Programme Structure

This is an one year part-time programme of 6 modules with a total of 120 credits (20 credits for each module). Students will complete all modules in 3 trimesters. Each trimester is 4 months.

Learning Cycle for Each Module

For each module, students will have 36 hours of lectures (to be divided into 3 teaching blocks, each 12 hours) and assessments. Students will study 2 modules in each trimester.

Delivery Pattern of Each Module

Teaching Block 1
(12 hours)

Study Interval
(1 week)

Teaching Block 2
(12 hours)

Study Interval
(1 week)

Teaching Block 3
(12 hours)

Assessment
Preparation

Subjects

Credits

January Term

E - Business

20

International Marketing Planning

20

May Term

The Global Manager

20

Business Development

20

September Term

Business Process and Systems

20

Innovative Thinking for Organisation Development

20

Remarks:

- The order of the modules is subject to the university's arrangement

Total: 120

Programme Content

E-Business

The module aligns with the programme aims in that it provides you with the opportunity to develop a theoretical understanding of generic theories relating to the conduct and environment of business. It also provides experiential learning in the application of theory in the conduct of business. It includes tasks and challenges that develop key transferable skills essential to a career in business and provides an opportunity to analyse operational situations and devise approaches that may improve the performance of the business organisation.

International Marketing Planning

This module will explore a range of international marketing topics that will enable students to appreciate the multifaceted nature of cross border marketing decisions and the important role of marketing strategies within international businesses. It will provide you with the opportunity to gain insight into the major differences between the role of the marketing manager in a domestic and international marketing decision making, appreciate cultural diversity, and understand shifts in market requirements and opportunities of newly emerging markets.

The Global Manager

This module takes a practitioner based, blended learning approach towards embedding key Management and Leadership principles in the global context as well as Intercultural competency and a range of transferable employability skills. Consequently, it provides a progressive conduit for students to gain a broad understanding of global issues affecting managers today, as well as preparing the students to be global managers of the future.



Business Development

This module provides students with a thorough grounding in the techniques of business development needed to achieve organisational objectives. Whilst the module focuses primarily on the sales process within business to business manufacturing and retail contexts, it also explores business to consumer contexts.

Innovative Thinking for Organisation Development

This module builds on our practice-based approach to learning. You will integrate theory and practice in order to challenge existing approaches and thinking and propose innovative ideas to support flexible and creative initiatives within organisations. In addition the module meets key expectations set out by employers, the QAA Benchmarking standards for Business and Management programmes and the Chartered Management Institute (CMI).

Business Process & Systems

This module encourages you to develop an in depth understanding of the analysis and re-design of business operations and processes and the systems that support the contribution of these core processes to the core philosophy of the business. The emphasis is to create a practice based module, taking you through a journey of how a real life business plans and delivers the organisations' operations. The practice is underpinned by relevant theories in two hour workshops – combining lectures and seminars.



Assessment Method

Students' performance will be assessed by coursework and in-person assessments (e.g. presentations) set in accordance with the modular learning objectives and desired learning outcomes.

Programme Management

The programme is managed by a professional team that provides students with full administrative support. A dedicated programme manager will provide assistance via email, telephone and in person, with a wide range of services including seminar arrangement, study materials management, study notes collection, study group formation, Kaplan library membership application, assessment management, to name a few.

Entry Criteria

This is a final year top-up programme for students in Hong Kong wishing to complete their bachelor's degree studies. The Hong Kong programme entry requirements for local qualifications are set at the same level as that of the UK programme.

- Holders of Higher Diploma / Associate Degree in business related disciplines.

English Requirement

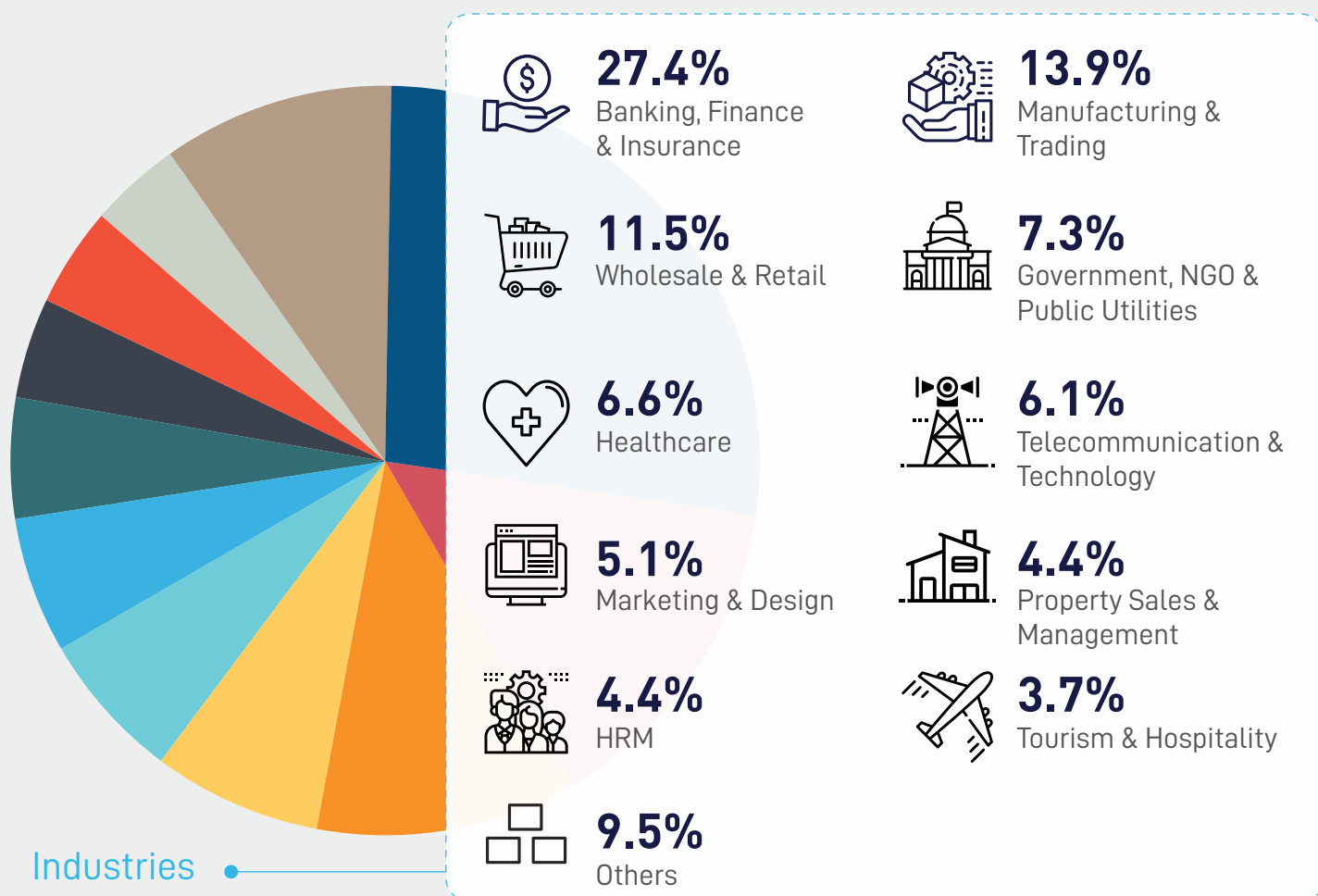
- HKDSE Hong Kong -Grade 4 and above overall with a minimum of 3 in each band in each target description for courses requiring IELTS 6.0; or
- The full complement of English language qualifications recognised by the University can be found on the University's website:
<http://www.bcu.ac.uk/international/your-application/english-language-and-english-tests/accepted-qualifications>
- Applicants whose first language is English or whose highest qualification was taught and assessed in English will also be considered.

How to Apply

- A completed and signed application form;
- Certified copy of diploma(s), professional qualification(s), certificate(s) and relevant transcript(s);
- 2 recent passport-sized photos;
- Application fee, payable to: Kaplan Higher Education (HK) Limited.



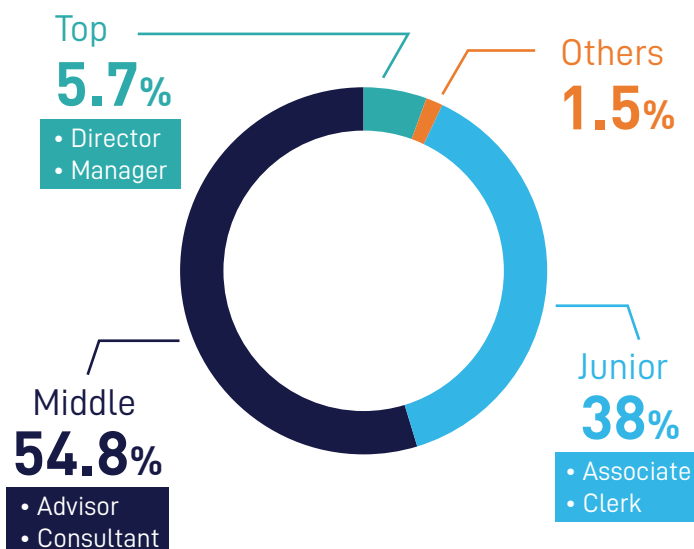
The programme is **favoured** across diverse **industries**



Build your network from different **career levels**

Our students come from various career levels and you can grow your professional network through this programme. More than 60% of our alumni are above middle-level professionals; positions include directors, specialists, supervisors and managers, followed by junior-level employees (roles include assistants and executives).

According to alumni data from 2013-2019



Graduation Ceremony

Upon successful completion of the programme, students will be invited to attend the graduation ceremony and celebrate this milestone in their life. Students can choose to attend the ceremony in Hong Kong or in local campus in the UK.

Graduation Rate[^] **> 95%**

*Achieve your Career Goal
and Broaden your Horizons*

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When I first started to look for a job, I noticed there weren't many opportunities available, nor was the salary decent. Hence, I made the decision to enroll in Bachelor's Degree from the Birmingham City University to further my studies and better equip myself. I was able to find my dream job working as a flight attendant shortly after graduation, but due to the COVID-19 pandemic, the aviation industry came to a standstill, and unfortunately, I had to leave my position on short notice.

During this difficult time, I was fortunate enough to find a job in the Marketing field right away. If I had not had a University qualification, I don't think I would have been able to find a job this quickly. Hence, I believe I made the right decision by obtaining this qualification.

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Trista Chan 2020 Graduate

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I have always felt rather disadvantaged without an undergraduate degree, and I understand it's very important to better prepare myself academically so I won't miss out on any chances for opportunities of career development. Hence, I stepped up and pursued a bachelor's degree that only took me a year to complete! The course was practical and I was inspired by a subject called "Change Management", which taught me to adapt to the ever changing environments and work processes. Now I find myself more confident in the workplace and I am now ready to further develop my career."

”



Kim Chan 2020 Graduate

[^] Data from Kaplan Hong Kong graduates from BA (Hons) Business Administration (Top-up) – Part-time, Birmingham City University, in 2019.



About Us

Kaplan Higher Education (KHE) is a global provider of management education and quality lifelong learning programmes and services. We are a proud member of Kaplan, Inc. – a global leader specialising in lifelong education, with 1,000,000 students around the globe in more than 500 locations worldwide.

Established in Hong Kong in 1991, KHE is one of the largest providers of tertiary education programmes and services in Hong Kong. KHE's renowned university partners from across the globe represent a portfolio of programmes from diploma and bachelors to postgraduate and research-based doctoral level. KHE helps develop result-oriented managers and professionals with executive leadership qualities to meet the needs of the rapidly changing knowledge-based economy in Hong Kong and beyond.

We aim to become a leading higher education institute known for its range of innovative and high-quality programmes and for a service second to none. We passionately develop quality programmes with reputable international partners, thereby helping our customers build successful and rewarding careers. We also strive to deliver excellent customer service that exceeds expectations.

Contact Us

Campus Address:

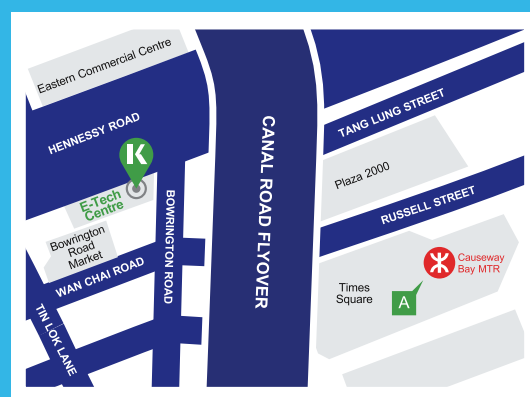
G/F - 3/F, E-Tech Centre, 402-406 Hennessy Road, Wanchai, Hong Kong (Causeway Bay MTR Exit A)

Opening Hours:

Monday to Friday: 11:00am - 8:00pm

Saturday: 9:00am - 6:00pm

Closed on Sundays and Public Holidays



☎ 2836 0332 🖨 2836 0039 📞 9545 5878

✉ info@kaplan.edu.hk 🌐 www.kaplan.com.hk/khe

Facebook Kaplan Higher Education, Hong Kong

Instagram khe_hk

Birmingham City University and Kaplan Higher Education (HK) Limited reserve the right to alter, amend or delete any programme fee, course, admission requirement, mode of delivery or other arrangements without prior notice. It is a matter of discretion for individual employers to recognize any qualifications to which the course may lead.

The information contained in this brochure is correct at the time of printing (Jul 2022)