

Overview of BA Business Administration (Top Up) Programme

BA Business Administration is a final-year top-up degree designed to strengthen the skills and knowledge of students in a continuously changing business environment. The graduates will have the skills, knowledge and practical experience to apply business administration skills in the workplace.

The programme is expected to support students to

- Have a wide range of subject-specific knowledge and understanding that reflects the interdependence of business disciplines,
- Possess a critical appreciation of a body of knowledge that reflects theories, concepts and practices applicable to the administration,
- Enable to independently and critically solve business problems by clarifying meaning, critically identifying options and evaluating and selecting options,
- Demonstrate the ability to independently conduct research, solve problems and make decisions using appropriate analytical skills,
- Develop and apply values, skills, knowledge and behaviours to developing a just, peaceful and sustainable world.

This top-up degree sits well with a number of programmes in Levels 4 and 5 as far as the body of knowledge provides the fundamental skills and knowledge of the business, business environment and context. Students with the following subject knowledge could join the business administration degree:

- **Business Organisation:** Understanding business organisation is essential for students of business administration. This knowledge encompasses how businesses function within a broader context and interact with internal and external factors. Developing a strong grasp of these dynamics is key for aspiring business administrators.
- **Marketing:** A solid understanding of marketing equips students with essential knowledge of core marketing principles, theories and practices. This foundational knowledge bridges theory and practical application.
- **Accounting and Budget:** The subject knowledge of accounting and budgets equips students to run organisations effectively and efficiently. This basic knowledge concentrates on using financial data instead of the deep methodological basis of accounting practice and budgeting principles.
- **People Management:** Administrators, whether in small or large organisations, must have strong people management skills to work successfully with diverse individuals. These skills help administrators achieve organisational goals efficiently and effectively.
- **Finance:** Financial knowledge is crucial for making organisational decisions. Students with a good understanding of finance can make decisions that benefit the organisation as a whole.
- **Business Analytics:** Familiarity with projects, data sources, descriptive statistics and inferential statistics is key for administrators to make informed decisions.

Administrators with strong analytical skills can make better decisions for their organisations.

- **Sustainability and Responsibility:** A basic understanding of sustainability and responsibility enables business administrators to establish the business system and enforce rules and regulations to achieve organisational objectives.
- **Global Operation:** Contemporary businesses operate in a complex environment that is affected by global operations. Even a small corner shop may be affected by the global supply of goods and services. Students needed this knowledge to pursue business administration.

This 12-month top-up program is structured to provide a comprehensive learning journey. Students start with foundational knowledge, progress to specialised subjects, and conclude with a project that provides the opportunity to put their learning into practice. The programme includes three core modules – Business Principles and Practice, Contemporary Issues in Business Administration, and the Final Project. To tailor their studies, students can choose one elective from three options – Finance for Business Administration, Marketing for Business Administration and Strategy for Business Administration.

Core Modules:

These modules have been identified as core modules as they teach the essential knowledge and skills that underly Business Administration. These modules (with the exception of the Final Project) are taught first so that all students have the same basic level of knowledge of these core topics.

- **Business Principles and Practice:** This module provides a comprehensive understanding of fundamental business principles and practices. It explores the dynamic nature of business strategy, knowledge management and core management practices within contemporary settings. The module examines various strategic approaches and frameworks for analysing the business environment, emphasising management functions, principles, strategy and innovation. It has been designed to integrate knowledge across key areas like strategy, finance and marketing. The goal is to equip students with essential management concepts needed to navigate a complex global market, and teach them the themes that will underly the later modules. It also ensures that all students are at the same level of knowledge upon finishing the first module.
- **Contemporary Issues in Business Administration:** This module explores current strategic issues in business management, integrating research on topics like CSR, ethics, politics, innovation, global economics, sustainability and digital transformation. Students will develop critical evaluation skills, examining diverse perspectives on these contemporary issues. The module provides a strong foundation in key aspects of business administration within a global context, emphasising disruptive technologies, data analytics and entrepreneurship. Students will gain insights into

cutting-edge business practices and technologies, preparing them for leadership in a rapidly evolving business landscape.

- **Final Project:** This module offers students the opportunity to conduct independent research in their area of interest. It aims to make business research methods accessible to students from diverse backgrounds. Students will assess their skills, identify gaps and create a project plan. The module also focuses on building employability skills, such as problem-solving, decision-making, critical thinking and effective communication. It also provides an opportunity to put learnings in to practice.

Option Modules:

These modules have been identified as optional modules as they allow students to pursue a specialism in a particular area of interest. The optional modules are towards the end of the programme allowing students to choose their optional module in line with their interests, passions and levels of expertise in a particular area.

- **Finance for Business Administration:** This module provides an introduction to financial reporting and analysis, focusing on the evolving landscape of financial accounting and corporate reporting. Students will explore global accounting standards, contemporary technological developments, and the practical application of financial data. Designed to be accessible to students from diverse backgrounds, the module emphasises essential skills such as problem-solving, teamwork, communication and analytical thinking. Through the application of accounting frameworks to real-world scenarios, students will develop the ability to form well-reasoned arguments, conclusions and recommendations.
- **Marketing for Business Administration:** This module offers a comprehensive understanding of consumer behaviour, characteristics and motivations, which are essential for crafting effective marketing strategies. It provides a critical examination of marketing analysis techniques suitable for local, national and international markets. Emphasising skills in analysis, problem-solving and decision-making, the module supports a learning environment to deepen the knowledge of marketing models and their applications. Additionally, it aims to enhance your professional capabilities by developing advanced academic skills, self-awareness and personal development planning, which will ultimately enhance employability skills.
- **Strategy for Business Administration:** This module explores how firms develop and implement effective strategies, exploring into the theoretical foundations of corporate-level decision-making. It equips students to perform strategic analysis in various contexts — local, national, and international — bridging the gap between theory and practice. The module also focuses on developing key problem-solving competencies, teamwork, communication and analytical thinking and preparing students to make impactful strategic contributions.