

Programme Specification

Bachelor of Business Administration with Honours

Awarding Institution	University of Gibraltar		
Teaching Location	Europa Point Campus, Gibraltar		
Programme Title	Bachelor of Business Administration with Honours		
Final Award	Bachelor of Business Administration with Honours (BBA Hons)		
Level of Qualification¹	In accordance with UK QAA FHEQ Level Descriptors: Year 1 - Level 4 Year 2 - Level 5 Year 3 - Level 6		
Mode of Delivery	FULL-TIME <input checked="" type="checkbox"/> PART-TIME <input checked="" type="checkbox"/>		
Minimum and Maximum Registration Period		Minimum registration	Maximum registration
	Full-time	3 years	6 years
	Part-time	6 years	12 years
Recognition by Professional, Statutory or Regulatory Body	None		
Benchmarks	This programme has been designed with reference to the UK QAA Subject Benchmark Statements: Business and Management http://www.qaa.ac.uk/en/Publications/Documents/SBS-business-management-15.pdf		
Entry Requirements	<p>The University of Gibraltar admission policy applies. The Admissions Policy for the Bachelor of Business Administration with Honours (BBA Hons) seeks to recruit local and international students from diverse educational and social backgrounds who have the ability and motivation to complete the programme.</p> <p>Typically, applicants for the BBA will have:</p> <ul style="list-style-type: none"> • BCC at 'A level' (104 UCAS points) or international equivalent • 5 GCSE's A*– C (grade 4 or above post 2017) including English Language and Mathematics (or international equivalent) • Strong communications skills with the ability to communicate ideas effectively in discussions, presentations and writing. • Basic IT skills, such as word-processing, email and Internet. 		
English Language Requirements	<p>If English is not the student's first language they must have the following:</p> <ul style="list-style-type: none"> • An overall IELTS test result of 6.5, including a minimum of 6.0 in all sub-tests. Equivalent awards will be considered (e.g. Pearson's Test of 		

¹ UK Framework for Higher Education Qualifications

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	English, Cambridge Certificate of Advanced English, City & Guilds International ESOL 8984, or the TOEFL- IBT test of English proficiency). If applicants do not meet the entry requirements, they can still apply as their application will be considered.
Faculty/Department	Faculty of Business: School of Business
Date of Initial Approval	8 th May 2018
Date last reviewed	17 th May 2021

1. Programme Outline

The BBA Hons is a generalist degree aimed at equipping students with a broad understanding of how organisations operate in different environmental contexts, private and public. It exposes students to a wide range of issues and challenges faced by managers as they strive to make organisations successful, sustainable and responsible stakeholders in society. Students develop relevant conceptual, analytical, functional, and operational capabilities to equip them to confidently address a range of organisational and managerial challenges in contemporary organisations.

In general, a BBA is practically orientated, providing a grounding in all key aspects of business (e.g., accounting, marketing, management, organisational skills), with a view to developing a business professional rather than knowledge in one particular discipline.

The programme is designed as a three-year full-time Honours degree, comprising 360 credits. The degree comprises two main components.

- The Business Common Core: these modules cover the key functions necessary to run an organisation/business effectively and comprise 210 credits.
- The Business Majors (includes placements): these modules reflect areas of specialisation and comprise 150 credits. Students must select one business major in the area in which they would like to specialise.

2. Programme Aim/s

The main educational aim of this programme is to offer a challenging scheme of study which progresses students' ability to develop academic and practical insights into the subject of business administration within an international context. It is intended that students will be encouraged to develop a broad range of transferable skills and technical expertise whilst problem solving and using their initiative.

Specifically, the programme is intended to enable students to:

- Develop a comprehensive and detailed knowledge and understanding of organisations, their management, the economy and business environment.
- Prepare for and develop a career in business.
- Enhance their skills and attributes to become effective global citizens.
- Acquire an appreciation of the inter-relationship between the various disciplines.
- Develop a portfolio of generic and business specific skills required to assimilate and apply knowledge over a range of relevant disciplines, specifically with regard to the student's specific major.
- Develop graduate abilities to plan effectively, execute and conduct research including the rigorous analysis of data to test concepts and hypotheses.
- Become business graduates who are able to interpret complex information to a level that facilitates management decision making.
- Be socially responsible business people who are critical thinkers, self-reflective, future thinking with highly developed communication skills and a sustainable mindset.

3. Programme Learning Outcomes

The BBA Hons acknowledges the knowledge and skills components of a Level 6 award.

On successful completion of the programme the student will be able to:

A. Knowledge & Understanding	<ul style="list-style-type: none"> • Demonstrate an enhanced knowledge and understanding of organisations, the business environment in which they operate and their management. • Evaluate the fast pace of change within the business environment (including the economic, environmental, cultural, ethical, legal and regulatory, political, sociological, digital and technological factors), together with the effects at local, national and global levels upon the strategy, behaviour, management and sustainability of organisations. • Articulate the various processes, procedures and practices for effective management of organisations, including the relevant theories, models, frameworks, tasks and roles of management, the management of people and corporate social responsibility, together with rational analysis and other processes of decision making within different organisations. • Act in a socially responsible manner; understand the need for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.
B. Intellectual Skills	<ul style="list-style-type: none"> • Analyse and evaluate a range of business data, sources of information and appropriate methodologies, use that research for evidence-based decision-making. • Apply a range of cognitive, intellectual and critical thinking skills specific to their field of study.
C. Practical Skills	<ul style="list-style-type: none"> • Demonstrate people management skills, including communication, team building, leadership and the ability to motivate others. • Communicate information, ideas, problems and solutions effectively to specialist and non-specialist audiences, both in writing and electronically.
D. Affective Skills	<ul style="list-style-type: none"> • Recognise their own professional and personal strengths and align these to their career goals.
E. Transferable Skills	<ul style="list-style-type: none"> • Demonstrate commercial acumen; be aware of the key drivers for business success, causes of failure and the importance of providing customer satisfaction and building customer loyalty.

4. Learning, Teaching and Assessment Strategy

The assessment strategy is designed to be both reliable and valid, as well as fair and robust. It is designed to ensure that the students graduate as competent managers ready to engage in or with the international business sector.

To successfully complete the BBA Hons, students will complete assessments designed to test the five *knowledge* and *skills* components of the programme:

- a. Knowledge and understanding
- b. Intellectual skills
- c. Practical skills
- d. Affective/ Engagement skills

- e. Transferrable skills, including the ability to apply and integrate ethical behaviour, social responsibility and sustainability.

Each assessment is introduced as the most effective means of testing the content in each of the course modules.

The assessment methods comprise both formative and summative assessment. The **formative assessment** is designed to assess student’s progress and to serve as feedback to both students and tutors. The aim of the **summative assessment** is to determine whether the student has met the relevant module learning outcomes which in turn contribute to the overall programme learning outcomes. The summative assessment methods include:

- Multiple choice quizzes
- Individual essay / reflective paper
- Group or individual assignments
- Individual presentation
- Group presentation
- Case study / case analysis
- Portfolios
- Exams
- Final year dissertation

5. Programme content and structure

Level 4 (Year 1)

Module Code	Module Title	Credits	Semester	Compulsory or Optional
ACC41501	Accounting for Managers	15	Semester 1	C
ECO41501	Business Economics	15	Semester 1	C
MGT41501	Principles of Management	15	Semester 1	C
IST41501	Management Information Systems	15	Semester 1	C
GBU41501	Business Data Analysis	15	Semester 2	C
MKT41501	Principles of Marketing	15	Semester 2	C
FIN41501	Principles of Finance	15	Semester 2	C
EMP41501	Employment project	15	Semester 2	C
	TOTAL	120		

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Level 5 (Year 2)

Module Code	Module Title	Credits	Semester	Compulsory or Optional
MGT51501	Organisational Behaviour	15	Semester 1	C
MGT51502	Introduction to International Business	15	Semester 1	C
LAW51501	Entrepreneurship	15	Semester 1	C
FIN51501	Corporate Finance	15	Semester 1	O
IST51501	Digital Marketing	15	Semester 1	O
MGT51503	Human Resource Management	15	Semester 1	O
MKT51501	Marketing Globally	15	Semester 1	O
TOR51501	Tourism Management Principles	15	Semester 1	O
MKT51502	Business Law	15	Semester 2	C
MKT51503	Consumer Behaviour	15	Semester 2	C
EMP51501	Placement with Employability Skills	15	Semester 2	C
FIN51502	Investment Analysis	15	Semester 2	O
IST51502	The Digital Workforce	15	Semester 2	O
MGT51504	Comparative Management	15	Semester 2	O
ACC51501	Financial Accounting and Reporting	15	Semester 2	O
MKT51504	Market Research	15	Semester 2	O
TOR51502	Event Management Essentials: Planning, Concept and Design	15	Semester 2	O
	TOTAL	120		

Level 6 (Year 3)

Module Code	Module Title	Credits	Semester	Compulsory or Optional
MGT61501	Management Strategy	15	Semester 1	C

GBU61501	Business Ethics and Corporate Governance	15	Semester 1	C
FIN61501	Advanced Corporate Finance	15	Semester 1	O
FIN61502	International Finance	15	Semester 1	O
IST61501	Digital Analytics	15	Semester 1	O
IST61502	Digital Strategy	15	Semester 1	O
MGT61502	Operations Management	15	Semester 1	O
MGT61503	Intercultural Management	15	Semester 1	O
ACC61501	Management Accounting	15	Semester 1	O
ACC61502	Auditing and Assurance	15	Semester 1	O
MKT61501	Services Marketing	15	Semester 1	O
MKT61502	Digital and Social Media Marketing	15	Semester 1	O
TOR61501	Destination Management	15	Semester 1	O
EMP63001	Major-related placement	30	Semester 2	C
GBU63001	Dissertation	30	Semester 2	C
TOTAL		120		

6. Variation/s to the Academic Regulations: Taught Programmes

None

7. Programme credits and intermediate Awards (exit points)

Award	Credits	Credit level (FHEQ)
Certificate of Higher Education	120 credits	4
Diploma of Higher Education	240 credits	5
Bachelor's Degree – ordinary	300 credits	6
Bachelor's Degree - honours	360 credits	6

8. Career and Study Opportunities

This programme follows the UK Quality Code for Higher Education and is designed to reflect the Subject Benchmark Statement for Business and Management. The programme can be classified as 100079 (Business Studies) under the Higher Education Classification of Subjects.

The main target audience for the BBA is school leavers with an interest in business, and for this group the course offers invaluable experience of working within industry by placing a strong emphasis on meaningful work placements.

In addition, and for those mature students attracted to the programme, the BBA Hons will provide high level skills across key aspects of business as well as deeper knowledge in an area of chosen specialisation.

For those undertaking the accounting major, successful completion of the BBA Hons may also provide credits against the certificate level exams offered by both the Institute of Chartered Accountants in England and Wales (ICAEW) and the Association of Chartered Certified Accountants (ACCA).

The broad skill set developed during the BBA Hons offers a variety of opportunities for a career in business and management, including roles within:

- Accounting and consulting firms
- Large and small businesses
- Domestic and international firms
- Business analyst firms
- Financial institutions
- Marketing and public relation firms
- Government organisations
- Merchant banks
- Recruitment agencies
- International agencies
- Software development companies

Indicative job-roles include:

- Financial or business analyst
- Communications manager
- Operations manager
- Human resources manager
- Management consultant
- Marketing manager or consultant
- Public sector manager
- Sales manager
- Chartered accountant

In addition, the Department of Employment, HM's Government of Gibraltar, has confirmed that international graduates of the BBA Hons will be permitted to stay and work in Gibraltar for up to two years following successful completion of their degree.

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9. Programme Map (full-time)

LEVEL 4 Bachelor's Year 1		LEVEL 5 Bachelor's Year 2		LEVEL 6 Bachelor's Year 3	
Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2
ACC41501 Accounting for Managers 15 credits	GBU41501 Business Data Analysis 15 credits	MGT51501 Organisational Behaviour 15 credits	MAJOR 2 15 credits	MGT61501 Management Strategy 15 credits	EMP63001 Major-related Placement 30 credits
ECO41501 Business Economics 15 credits	MKT41501 Principles of Marketing 15 credits	MGT51502 Introduction to International Business 15 credits	LAW51501 Business Law 15 credits	MAJOR 1 15 credits	GBU63002 Dissertation 30 credits
MGT41501 Principles of Management 15 credits	FIN41501 Principles of Finance 15 credits	MAJOR 1 15 credits	MKT51503 Consumer Behaviour 15 credits	GBU61501 Business Ethics and Corporate Governance 15 credits	
IST41501 Management Information Systems 15 credits	EMP41501 Employment project 15 credits	MKT51502 Entrepreneurship 15 credits	EMP51501 Placement with Employability Skills 15 credits	MAJOR 2 15 credits	
	CAN EXIT WITH CERTIFICATE OF HIGHER EDUCATION 120 CREDITS		CAN EXIT WITH DIPLOMA OF HIGHER EDUCATION 240 CREDITS		AWARD BACHELOR (Hons) 360 CREDITS

KEY: COMPULSORY MODULE OPTIONAL MODULE

10. Assessment of Learning Outcomes

CORE MODULES

Upon completion of the program, students will be able to:

	ACC41501	ECO41501	MGT41501	IST41501	GBU41501	MKT41501	FIN41501	EMP41501	MGT51501	MGT51502	LAW51501	MKT51502	MKT51503	EMP51501	MGT61501	GBU61501	EMP63001	GBU63002
KNOWLEDGE AND UNDERSTANDING																		
Demonstrate an enhanced knowledge and understanding of organisations, the business environment in which they operate and their management	FS	FS	FS	FS	FS	FS	FS	S	FS	FS		FS	FS	S	FS		FS	FS
Evaluate the fast pace of change within the business environment (including the economic, environmental, cultural, ethical, legal and regulatory, political, sociological, digital and technological factors), together with the effects at local, national and global levels upon the strategy, behaviour, management and sustainability of organisations		S		FS					S		FS	FS	FS		FS	FS		FS
Articulate the various processes, procedures and practices for effective management of organisations, including the relevant theories, models, frameworks, tasks and roles of management, the management of people and corporate social responsibility, together with rational analysis and other processes of decision making within different organisations	FS	FS	FS					FS	FS						FS			FS
Act in a socially responsible manner; understand the need for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues	F	F	F	FS	F	F	F	S	FS	FS	FS	S		S	FS	FS	S	S
INTELLECTUAL SKILLS																		
Analyse and evaluate a range of business data, sources of information and appropriate methodologies, use that research for evidence-based decision-making	S	S		S	FS	FS	FS	S	S		FS	S	S	S	FS		S	S
Apply a range of cognitive, intellectual and critical thinking skills specific to their field of study	FS	FS	FS	FS	FS	FS	FS	S	S	S	FS	FS	FS	S	FS	FS	S	S
PRACTICAL SKILLS																		
Demonstrate people management skills, including communication, team building, leadership and the ability to motivate others									FS	FS	FS	FS				FS		

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Upon completion of the program, students will be able to:	ACC41501	ECO41501	MGT41501	IST41501	GBU41501	MKT41501	FIN41501	EMP41501	MGT51501	MGT51502	LAW51501	MKT51502	MKT51503	EMP51501	MGT61501	GBU61501	EMP63001	GBU63002
Communicate information, ideas, problems and solutions effectively to specialist and non-specialist audiences, both in writing and electronically	FS	FS	FS	FS	FS	FS	FS	FS	FS	FS	FS	FS	FS	FS	FS	FS	FS	
AFFECTIVE SKILLS																		
Recognise their own professional and personal strengths and align these to their career goals		S			F			S		S				S	FS	FS	FS	FS
TRANSFERABLE SKILLS																		
Demonstrate commercial acumen; be aware of the key drivers for business success, causes of failure and the importance of providing customer satisfaction and building customer loyalty						FS				FS	FS	FS	FS		FS		FS	S

KEY **F** = Formative assessment **S** = Summative assessment **FS** = Formative AND Summative assessment