BIRMINGHAM CITY University

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

## Final Year | Part-time Programme

**Course Reg. No. 252291**




KAPLAN HIGHER EDUCATION

# Birmingham City University

With around 31,000 students from 100 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.



# Business at Birmingham City University

Birmingham City University offers over 40 highly innovative undergraduate and postgraduate business courses that are tailored to students and industrial needs and wants. Birmingham City University's business courses are led by a team of around 100 full-time academic staff but their academic skills are just part of who they are. Amongst 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 businesses 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 in our courses, so that students across the University benefit from their great expertise and close links with businesses.

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

Can be completed in
**1 YEAR**

**6 PRACTICAL-BASED MODULES**
100% Coursework based

**BALANCING STUDY AND WORK**
Weekday evening programme designed for working adults

## Programme Structure

This is a 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 |
| Continuous Innovation | 20 |
| **May Term** | |
| Cross-Cultural Consumer Behaviour | 20 |
| Digital Enterprise | 20 |
| **September Term** | |
| Business Process & Systems | 20 |
| Growing the Enterprise | 20 |

Remarks:
- The order of the modules is subject to the university's arrangement
- This new programme content is subject to final approval

**Total: 120**

# Module description

## 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.

## Continuous Innovation

In this module, you will be introduced to the Design Thinking approach and the work of John Bessant and the spaces of innovation. You will use this process to develop a solution to a contemporary problem. International case studies and the work of IDEO will be used to supplement the underpinning theoretical frameworks. You will also integrate theory and practice to challenge existing approaches and propose innovative ideas to support flexible and creative initiatives within organisations.

## Cross-Cultural Consumer Behaviour

This module will equip you with the knowledge, understanding and cultural awareness necessary to engage with the diversity of consumer values and behaviour in contemporary markets, resulting in you becoming an effective global citizen. You will be applying and evaluating consumer behaviour theories and models in a cross-cultural context to develop and justify persuasive marketing solutions for businesses dealing with a culturally diverse consumer base.






## Digital Enterprise

This module is developed in recognition of the changing landscape of industry, such as the emerging of new business and new models that are disrupting existing, established industries, as well as the development of content driven businesses (vloggers and bloggers and the role of 'influencers'). You will learn to embrace the opportunities that technology offers and to develop a business idea that is internet native.

## 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.

## Growing the Enterprise

This module focuses on investigating the management and growth of a SME (Small, Medium enterprise) or social enterprises. You will learn to identify ways in which the enterprise can upscale using internal and external resources. With a blend of theory and case studies, you will gain an understanding of how to evaluate the growth potential of an enterprise and how to capture that potential. The module will also explore issues like innovation; systems, IT and e-business, resource and people management through periods of growth, in national and international SME/social enterprise contexts.

# Assessment Method

Students' performance will be assessed by coursework and 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);
- Application fee, payable to:
  Kaplan Higher Education (HK) Limited.



# The programme is favoured
## across diverse industries



Industries

**28.3%** Banking, Finance & Insurance

**15.3%** Wholesale, Retail & Catering

**4.1%** Healthcare

**3.7%** Marketing & Design

**3.6%** HRM & Legal

**7.1%** Logistic & Transportation

**5.2%** Others

**6.8%** Manufacturing & Trading

**7.5%** Government, NGO & Public Utilities

**6.9%** Telecommunication & Technology

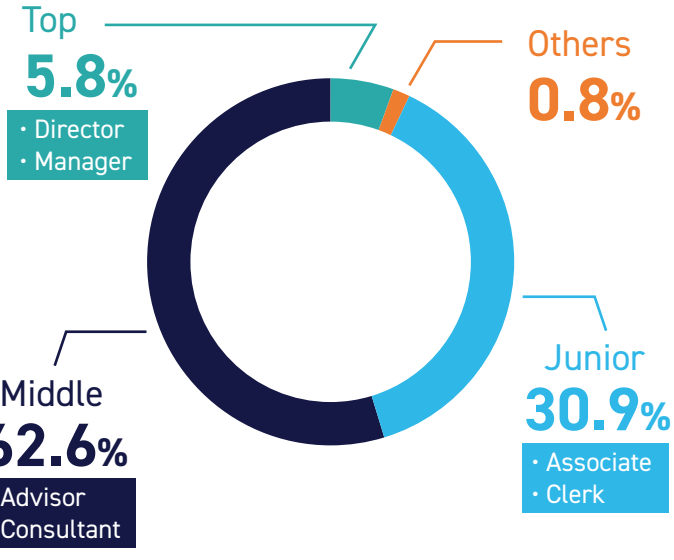
**4.1%** Property Sales & Management

**2.7%** Tourism & Hospitality

**4.6%** Education

# 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 2013-2022

# 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 both the ceremonies in Hong Kong and at the University campus in UK.



**Graduation Rate^**

**~90%**

## *Achieve your Career Goal and Broaden your Horizons*

"I think the method of delivery for the course is great. There are numerous group discussions in class so that we can share ideas and knowledge with our classmates. This programme has helped with my career advancement and provided me with more job opportunities. Also, it further broadens my horizons. I believe that learning is a crucial element for personal advancement. So, don't allow yourself to stop learning!"



**Poon Ting Ting** 2021 Graduate (First Class Honours)

"To manage your studies with your busy life, I suggest you to take the initiative to work closely with your classmates. Brainstorming together helps complete the task more easily as two heads are better than one. Afterall, this is all about finding a more efficient way to learn and be precise.

The Kaplan team is very supportive. The lecturers are very down to earth. It is enjoyable to hear them share their work experiences in class as I can relate to my job.

Throughout the course, I have found my potentials. Further education makes me gain more career opportunities than before. In the long run, it allows me to grow my career outside of Hong Kong and to have job opportunities in other countries as well."



**May Wong** 2022 Graduate

^ Data from Kaplan Hong Kong graduates from BA (Hons) Business Administration (Top-up) – Part-time, Birmingham City University, in 2021 - 2024.

KAPLAN HIGHER EDUCATION

Scan the QR code to find out more.

kaplan.com.hk/khe
info@kaplan.edu.hk
2526 3686
9545 5878
Kaplan Higher Education, Hong Kong
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 qualification to which this course may lead.

The information contained in this brochure is correct at the time of printing. (Jan 2026)