

BA(Hons) Business Management (Top-up)

Description

The BA(Hons) Business Management (Top-up), awarded by the University of Derby (UoD), is a comprehensive degree programme designed to equip students with the knowledge, skills, and practical experience required to succeed in today's competitive global business environment. The programme covers a broad spectrum of disciplines essential to modern business, including global business strategy, international entrepreneurship, cross-cultural marketing, leadership and management, and applied business consultancy. Through modules such as Global Business and Strategy and International Entrepreneurship, students examine international trade, foreign direct investment, and the challenges of globalisation, while also developing the ability to design international market entry strategies for small and medium-sized enterprises. The curriculum emphasises real-world application, allowing students to critically assess business environments, evaluate strategic options, and understand the complex interplay between global and local business dynamics.

In addition, modules such as Developing Leadership and Management and Marketing Across Cultures provide a strong foundation in people and organisational management, enabling students to explore leadership theories, ethical practices, and cultural considerations in a globalised context. The Business Consultancy Project further enhances practical learning by engaging students with real organisations to apply research, project management, and consultancy skills in solving authentic business challenges. This blend of academic theory, applied research, and professional skill development ensures graduates are well-prepared to take on leadership and managerial roles across industries. The programme not only develops analytical and strategic thinking but also cultivates critical transferable skills such as decision-making, cross-cultural communication, and problem-solving, making it an excellent choice for aspiring business leaders, entrepreneurs, and consultants.

Training Strategies

For 20-credit modules, students will engage in a total of 36 hours of face-to-face classroom contact per term. These sessions are carefully structured to ensure a balance between theoretical knowledge and practical application. Approximately one-third to one-half of each 3-hour session will be dedicated to lectures, where key concepts and frameworks are introduced. The remaining time will focus on guided exercises and interactive classroom activities designed to address common questions, challenges, and real-world scenarios. This approach enables students to not only acquire essential knowledge but also to develop the critical thinking and problem-solving skills required in their field of study.

For the 40-credit The Business Consultancy Project, students will receive a total of 18 hours of face-to-face classroom guidance. During these sessions, lecturers will guide students through research methods, project management processes, and consultancy techniques to help them analyse real business issues and propose effective solutions. They will also teach professional skills such as stakeholder engagement, risk assessment, report writing, and delivering impactful business presentations. Following this, each student will be assigned an individual supervisor who will provide tailored academic guidance throughout the dissertation process. The Business Consultancy Project will span two terms, allowing students to conduct in-depth research and demonstrate their ability to apply theoretical knowledge to a substantial piece of independent work.

Qualification Entry Requirements

Academic

- AAC Advanced Diploma of Leadership and Management; OR
- Other polytechnic Diploma from related fields; OR
- Other private institutions Advanced Diploma (level 5) from related fields (subject to approval from UoD)

English Proficiency

- IELTS 6.0 (with a minimum of 5.5 in all areas); OR
- Pearson Test of Academic English: 56; OR
- Cambridge English Scale: B2; OR
- London Tests of English: level 4 for undergraduate courses; OR
- GCE' O' level English (grade C6) or equivalent. (If the medium of instruction in Diploma/Advanced Diploma is English, the student may get a waiver for English proficiency requirement subject to UoD's approval on a case by case basis.)

Applicants must be of age 18 and above.

Qualification Modules – Full Time

#	Code	Module Name	Credits	Scheduled Learning and Teaching Activities (hrs)	Guided Independent Study (Hrs)	Project Supervision (Hrs)	Total Learning Hours
1	6IM511	The Business Consultancy Project	40	18	376	6	400
2	6EC513	Global Business and Strategy	20	36	164	0	200
3	6MK509	Marketing Across Cultures	20	36	164	0	200
4	6HR510	Developing Leadership and Management	20	36	164	0	200
5	6GN502	International Entrepreneurship	20	36	164	0	200
Total Learning Hours							1200

Graduation Requirements:

To be conferred the BA(Hons) Business Management (Top-up), students are required to attain a total of 120 credits through the successful completion of all five (5) Modules. Additionally, all outstanding fees and financial obligations to the institution must be fully settled prior to graduation.

Module Synopsis

Module	6IM511 The Business Consultancy Project
Module Description	Improvements to processes, services, products, people, and systems are core to the strategy of organisations. Improvements bridge the gap between current and required performance to add value and achieve and sustain a competitive advantage in the long-term. Effective consultation and project management using appropriate business improvement and research methodologies is key to the successful implementation of change. In this module students will explore how to plan, organise, motivate, and control resources to achieve defined goals, on time and to agreed cost and quality criteria. Using a consultative approach, students will be challenged to make decisions based on their own research to provide practical advice and solutions to real-life scenarios taking into consideration the organisation's constraints. They will liaise with employers, establish agreed objectives and present their findings in a clear, business focused report and presentation. Indicative content: 1. The Role of the Business Consultant 2. Professional Presentation Skills 3. Project Management, Strategy and Change 4. Project Management Definitions and Process 5. Situational Analysis and Problem Definition 6. Research Methods, Data Collection and Information Analysis 7. Risk Assessment and Management 8. Stakeholder Analysis and Management 9. Project Management Tools and Techniques 10. Resource Planning, Feasibility, Cost-Benefit Analysis 11. Implementation and Evaluation 12. Report-writing
Module Learning Outcomes	On successful completion of the module, students will be able to: 1. Identify and deploy an appropriate research and consultancy project to collect data on a strategic business situation. 2. Critically analyse information drawn from the data and devise realistic conclusions. 3. Critically evaluate the likely impact of the recommendations. 4. Professionally communicate the outcomes of the project both verbally and in writing to a specialist audience.
Module	6EC513 Global Business and Strategy
Module Description	This module studies the global business using a combined strategic and economic approach. As part of this module, you will explore the recent major global economic shifts and analyse current international business events. You will study the key theoretical underpinnings, trends and challenges of international trade and foreign direct investment. You will analyse the importance of

	government and institutions in controlling/regulating international business behaviour. This will allow you to consider the long-term sustainability of businesses in the ever-changing, and often hostile, global business environment and help you understand the critical role played by strategic management. You will learn how to weigh up a range of complex issues like culture, leadership, corporate governance and others when developing a strategy for an international business. Throughout this module, you will develop critical practical skills valued by employers and professional accreditation bodies. These include selecting and interpreting data, problem-solving and decision-making, positioning analysis, and developing and evaluating strategic options. Such skills are vital for successful careers in a variety of international and domestic organisations. In the first half of the module, you will look at the patterns of globalisation and you will study the theories of international trade and foreign direct investment. We will analyse the case for trade liberalisation and the arguments behind national protectionist trade policies. You will examine the importance of regional economic integration efforts and of supra-national organisations like the World Trade Organisation (WTO). You will analyse the role of foreign direct investment (FDI) and evaluate the strategies available for the internationalisation of businesses. In the second half of the module, we will look at strategic decision-making, distinguishing between the different levels of strategy at – functional/operational, business and corporate levels. You will start by analysing the strategic position of an international business and evaluate its resources and capabilities (positioning analysis). You will then learn how to formulate, evaluate and implement consumer-driven strategies, and how the values of the company and ethical considerations affect a company's mission. Strategic options development will consider the methods of strategic growths (organic, mergers and acquisitions, strategic alliances), strategic choices, their development and evaluation, are taught alongside contemporary topics to do with the hypercompetitive strategies and complexity management, among others. Specific attentions will be given to the international and global strategy development and implementation issues.
Module Learning Outcomes	On successful completion of the module, students will be able to: 1. Integrate the theories of international trade and investment in an applied analysis of global businesses. 2. Apply appropriate and relevant theories to complex business situations to determine future strategic directions and provide recommendations for implementation.
Module	6MK509 Marketing Across Cultures
Module Description	Students of Marketing and future marketing or other business professionals must have a thorough understanding of the added complexities involved in global marketing and how these impact on

	the formulation of marketing plans and strategies. Organisations in all sectors and industries face increasing international competition; this could be from multi-nationals or competitors establishing themselves in their domestic environment, the need for foreign suppliers or indeed when they seek to establish operations abroad. This module builds on the knowledge and concepts students have encountered at earlier stages of the programme. It will familiarise students with a range of issues and concepts encountered by international marketers and will provide the theoretical framework that will enable students to analyse and implement these in a real-life business situation. The assessment is designed to enable students to demonstrate their ability to approach a business challenge as a marketer and business manager. The assessment methods used on this module will also help students to develop key skills desired by employers, for example critical analysis, business report writing and presentation skills. Indicative content: 1. Cross-cultural analysis techniques: tools and techniques which will enable the identification of different cultural-based behaviours and characteristics of different countries. 2. International market entry strategies: the range of strategic options that are available and their suitability/unsuitability for specific cultural situations 3. International marketing mix: how cultural differences can necessitate adaptation of the traditional domestic marketing mix in order to meet the different needs of the overseas customer. 4. Standardisation and Adaptation: ideally, organisations prefer to take their tried and tested product or service offering and 'repeat' it in a number of overseas locations (standardisation). However, due to cultural differences, the standardisation approach is not always the most successful one to take. Therefore, the advantages and disadvantages of standardisation versus adaptation must be considered fully before the international marketing strategy is embarked upon.
Module Learning Outcomes	On successful completion of the module, students will be able to: 1. Critically analyse the differing approaches that can be used to carry out a cross-cultural analysis 2. Critically analyse the social and cultural factors that could influence consumer behaviour 3. Critically evaluate the various international market entry strategies
Module	6HR510 Developing Leadership and Management
Module Description	This module is about the concepts of Leadership and Management. It explores the similarities and differences in the roles and

	responsibilities of leaders and managers in the workplace and the development of leadership theoretical approaches as well as the practical application of these within organisations. Students will analyse the skills and competencies of effective organisational leaders and examine alternative methods of leadership development to enhance these. Indicative content: 1. Definitions of Leadership and Management 2. Similarities and Differences between Leadership and Management 3. The balance between Leadership and Management in a contemporary context 4. Contemporary requirements of Management and Leadership 5. Key theoretical approaches through time and critical evaluation of these theories 6. Leadership and vision 7. Practical skills required for Management and Leadership in contemporary settings 8. Modern considerations for ethical and cultural issues 9. Approaches to Management and Leadership development 10. Design, implementation and evaluation of effective development programmes
Module Learning Outcomes	On successful completion of the module, students will be able to: 1. Critically evaluate the definition, roles and responsibilities of leadership and management in modern contexts. 2. Assess alternative theoretical approaches to leadership and management and their relevance within contemporary organisations. 3. Discuss different methods of leadership and management development and how to implement and evaluate interventions effectively.

Module	6GN502 International Entrepreneurship
Module Description	This module seeks to develop your understanding of the emerging area of International Entrepreneurship and how you can apply that knowledge in a real life situation. In recent years, international business and entrepreneurship have been coalescing into a single cognate area that is now becoming regarded as cohesive in its own right. Trading blocs such as the EU have placed emphasis on entrepreneurship as an engine of economic growth and the trend towards greater international involvement of SMEs is accelerated by technological advances. At the same time globalisation has prompted the re-emergence of local cultures which influence the growth of entrepreneurship in diverse ways. We can therefore see a tension between the global and local elements. Creating an in depth appreciation of these elements will enable you to apply theory to inform, evaluate and enhance potential international entrepreneurial ventures. Ultimately all

	organisations need to be aware of the development of international business and that they can no longer rely simply on national trade. The purpose of this module is therefore for you to explore entrepreneurial activity across boundaries paying attention to cultural and political differences, choice of markets, supply chain relations and appropriate marketing implementation. You will apply your learning to a local SME to produce an international market entry strategy and critically evaluate the process you have undertaken. During the module, we will start off with the background, context and theoretical perspective on international entrepreneurship, and this may include some or all of the following areas: • Principles and concepts of international entrepreneurship. • The entrepreneurial vs managerial internationalisation process. • Globalisation and the effect on SME internationalisation. • Cultural influences on entrepreneurship and how these can be applied within a global marketplace. • Influence of government policy on international entrepreneurship. Once this context has been put in place, this will inform our further discussion and application of how international entrepreneurship may be undertaken in practice. This will involve you taking the following models and frameworks, and applying them within a real situation using a local SME as a basis: • The process of filtering and selecting appropriate international markets. • International market entry strategy, strategic influences and marketing implementation. • Influence of the internet and other technological developments on entrepreneurial and SME internationalisation. • Key factors that make up the internationalised entrepreneurial environment. You will be critically analysing the importance for organisations to develop an international strategy focusing on the role of the international entrepreneur in the further development of the organisation. This approach will also highlight the difficulties many organisations face in cross border activities.
Module Learning Outcomes	On successful completion of the module, students will be able to: 1. Select appropriate models, frameworks and/or theories and justify why they are appropriate to international entrepreneurship. 2. Apply appropriate models, frameworks and/or theories within an international entrepreneurship context.

	3. Critically evaluate these models, frameworks and/or theories and demonstrate your learning through reflection.
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Assessments

Code	Name of the module	Assessment	Weighting	Learning Outcomes
6IM511	The Business Consultancy Project	<u>Coursework 1</u> Report detailing business consultancy project [Max. 6,000 words or equivalent]	60%	1 – 4
		<u>Coursework 2</u> Presentation evaluating impact of recommendations [Max. 15 mins or equivalent]	40%	3, 4
6EC513	Global Business and Strategy	<u>Coursework 1</u> A computer-based test covering basic concepts of global business and strategy studied in the previous weeks. The test will be taken via Blackboard. The duration of the test will be 100 min and there will be approximately 50 multiple-choice questions.	50%	1
		<u>Coursework 2</u> 2,500-word individual management report analysing the situation of a business and making strategic recommendations for the future direction of the business.	50%	2
6MK509	Marketing Across Cultures	<u>Coursework 1</u> Creative digital artifact which critically analyses cross-cultural issues [Max. 1500 words or equivalent]	30%	1
		<u>Coursework 2</u> Report which critically evaluates international marketing factors [Max. 2,500 words or equivalent]	70%	2, 3

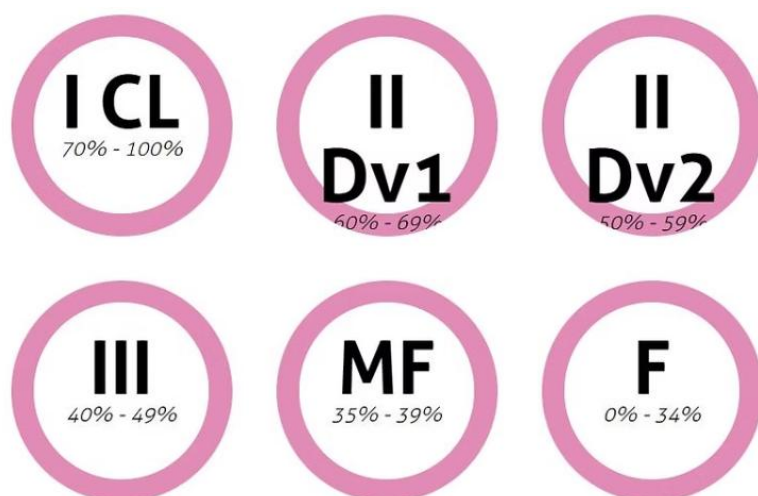
6HR510	Developing Leadership and Management	<u>Coursework 1</u> A report exploring different approaches to leadership in contemporary organisations and how this can be developed [Max. 4,000 words or equivalent]	100%	1 – 3
6GN502	International Entrepreneurship	<u>Coursework 1</u> A reflection piece based on learning through the module [Max. 2,000 words or equivalent]	50%	3
		<u>Coursework 2</u> An individual or group video presentation based around an international entrepreneurship opportunity [Max. 15 mins or equivalent]	50%	1, 2

The assessment objectives tested in these modules are broadly categorised in the following hierarchical order:

1. **Knowledge:** Exhibit memory of previously learned materials by recalling facts, terms, basic concepts and answers
2. **Comprehension:** Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating the main ideas
3. **Application:** Using new knowledge. Solve problems in new situations by applying acquired knowledge, facts, techniques and rules in a different way
4. **Analysis:** Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalisations
5. **Evaluation:** Present and defend opinions by making judgments about information, validity of ideas or quality of work based on a set of criteria
6. **Create/Synthesis:** Combining knowledge and putting elements together to form a coherent or functional whole; reorganizing elements into a new pattern or structure through generating, planning, or producing.

Marks and Grades

The infographic below shows the academic grading of this course with the breakdown of marks.



The certificate will be awarded by the University of Derby.