



UNIVERSITY OF LONDON
External System

150 YEARS OF INTERNATIONAL
ACADEMIC EXCELLENCE AND INNOVATION

Undergraduate study in
Business Administration
by External study
2008–2009

Academic direction by



Why study Business Administration?



Successful managers are required to undertake many different roles. To be ready for these challenges, you will have to acquire an intellectual understanding and a wide

variety of personal skills. You will learn new perspectives and be encouraged to think both critically and creatively. Developed by Royal Holloway, University of London, the BSc Business Administration allows you to achieve this. Our flexible study options give you the opportunity to study where you want and when you want, either in hard copy, online or a combination of both. The online environment provides the opportunity to work with and learn from students across the world with similar aspirations to your own.

All the major areas of Business Administration are covered, including topics in Asia Pacific and European business that integrate the knowledge gained on other courses. As you progress through the programme, you can acquire expertise within chosen specialisms, including marketing, human resources and international business.

Studying as an External student is rewarding but demanding. You will have to work hard, but the end result is well worth the effort. This programme guarantees broad and relevant experience for Business Administration students and future entrepreneurs. We look forward to welcoming you as an External student.

Chris Howorth, Director, External and Executive Programmes

Dr Bill Ryan, Director, BSc Business Administration

A quality programme to enhance your career

This programme is designed to prepare you for a career in modern business and management. The major areas of business administration are covered: accounting, finance, human resources, marketing, information systems and international business and you'll also have the opportunity to acquire expertise within chosen specialisms.

This qualification is for you if:

- you want to obtain a degree of international standing
- you want to gain a systematic understanding of management-related problems, and conceptual tools for analyzing and evaluating management issues
- you want a sound knowledge and understanding of the discipline of management with an emphasis on the historical, political, cultural and institutional forces shaping modern business
- you wish to have a stimulating learning environment in which to engage with case material
- you want the skills and competencies necessary for the development of your creative and decision-making capabilities.

If you study with the University of London External System you will be registered, as a student, with the University of London and will achieve a University of London award on successful completion of your studies. The academic direction of your programme is delegated to a particular College known as the 'Lead College'. Royal Holloway is the 'Lead College' for the Business Administration programme. This leaflet provides a summary of information only. We strongly recommend that you read the full prospectus before making an application. You can request a copy from our Information Centre or download it from our website: www.londonexternal.ac.uk/busadmin

Developed by experts



Academic direction

Founded in 1885, Royal Holloway is one of the University of London's six largest Colleges and is home to more than 6,000 undergraduate and postgraduate students on over 100 different degree courses. It is one of only a few colleges nationally which is allowed to use the 'Royal' title.

The BSc in Business Administration has been developed by academics within the School of Management. Now one of Royal Holloway's largest departments, the School gives high priority to original research in international business, and the deep understanding of the subject that follows is reflected in its teaching of management studies. All staff members are active researchers, and the publication of their findings in books and articles is a key part of their professional work.

Central to the School's educational method is the study of different organisations and practices in different countries and at different periods. This comparative perspective is particularly appropriate to the challenges faced by modern business and

management education in a rapidly changing environment. The School is also host to the Centre for Asia Pacific Business Research, which now supervises a number of research and publication projects. The Asia Pacific Business Review, edited within the Centre, represents a major initiative in the field of management studies.

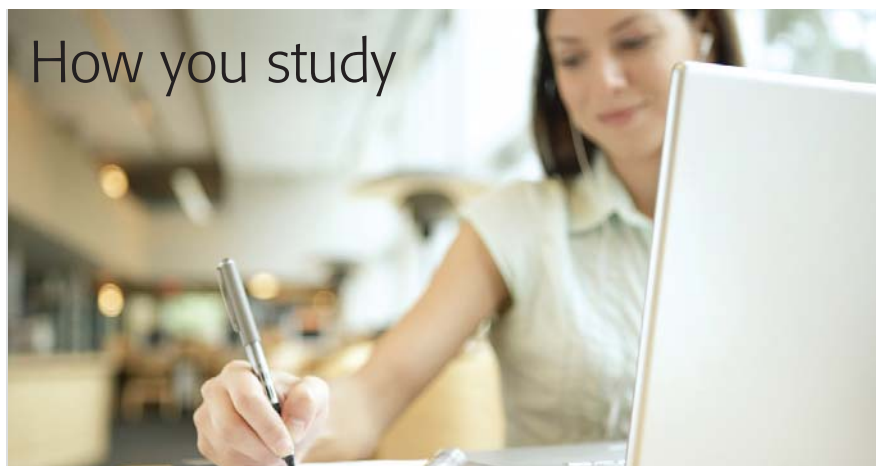
150 Years of International Academic Excellence and Innovation

The University of London has played an historic and pioneering role in extending university education to all regardless of race, religion, gender or country of residence.

In 1858, with the establishment of its External System, the University broke new ground by opening up its awards to those who could not come to London to study. This anticipated twentieth century developments in open, distance and flexible learning by more than 100 years. To commemorate our 150th Anniversary in 2008, an illustrated history has been published entitled *The People's University* (www.londonexternal.ac.uk/150).

The global community of External students now numbers 41,000 across 180 countries worldwide, as well as a thriving Alumni Association. The University of London External System continues to innovate and offers more than 100 academic qualifications, many of which are taught using the latest technologies.





How you study

If you prefer to study online, all materials will be available on the Worldwide Learning Community (WWLC), where you will also be able to have ongoing contact with your tutors and fellow students.

Flexible study options

It is entirely your choice to decide which study option would suit you best. You are welcome to use the paper-based study guides together with the core textbooks and only access the Online Learning Environment intermittently, perhaps to complete some of the automated self-test exercises, listen to audio clips from lecturers or take part in online discussions.

However, if you prefer to study online, all materials will be available on the Worldwide Learning Community (WWLC), where you will also be able to have ongoing contact with your tutors and fellow students. The WWLC is accessible through any standard Internet browser, and gives access to study guides and learning materials required for the course. This environment will give you the opportunity to work with, and learn from, students across the world.

You have between three to eight years to complete the degree, so you can set your own pace. Although the BSc in Business Administration has been developed for self-directed study, it is designed so that additional educational support can be provided by institutions around the world. You can gain support for your studies from independent institutions in the UK, Hong Kong, Singapore, Malta, Dubai, France, Nigeria and Trinidad and Tobago.

When you first register as an External student you will receive:

- Comprehensive paper-based study guides
- Student Handbook
- Regulations
- CD-ROMs containing study materials
- Core textbooks
- WWLC guide, username and password

Access to the WWLC offers a variety of resources to support the learning experience and it will allow you to:

- access your course materials
- take part in discussions with your tutor and fellow students
- complete automated self-test exercises
- listen to audio clips from lecturers
- submit assignments to be marked
- receive notices, seminar dates, project support and other programme-related information
- ask questions regarding the administration of the programme.

Online resources



Royal Holloway
University of London

World Wide Learning Community

Enter the WWLC by clicking on your course below:

Undergraduate

- BSc Business Administration

Information for prospective students
Institutional support

Postgraduate

New Regulations
(Students registered after 1 January 07)

- MBA
- MSc
- Postgraduate Diploma in International Management

Old & Transitional Regulations
(Students registered prior to 1 January 07)

- MBA
- Postgraduate Diploma in International Management

The School of Management, Royal Holloway
Information for prospective students
Institutional support

Approved by Association of MBAs

Welcome to the WWLC, the website for distance learning students of The School of Management, Royal Holloway, University of London. From this page you can access our BSc Business Administration degree and our postgraduate programmes in International Management. Our postgraduate programmes are accredited by AMBA, the Association of MBAs in the UK, putting us in an elite group of providers, enabling you to achieve a qualification that is recognised worldwide.

Business Administration programme area:
www.wwlc.rhul.ac.uk

The World Wide Learning Community

We understand that feeling isolated is one of the common challenges faced by students studying by distance learning, especially when you are getting to grips with new study concepts. We have therefore developed a range of opportunities to enable you to network with your fellow students and tutors.

The World Wide Learning Community (WWLC) is an essential resource for your studies and much of your interaction with Royal Holloway will be through this site. You will find links to the different modules available to you, the online seminars as well as all support services, making this an important facility that will enrich your learning experience on our Business Administration programme. You should therefore ensure that you visit the WWLC on a regular basis.

Online discussions (via the WWLC) are used for different types of learning-related activity:

Tutor Marked Assignments

In addition to formal assessment, you are strongly encouraged to submit Tutor Marked Assignments. These provide an excellent opportunity for you to obtain tutorial feedback on your understanding and interpretation of the subject matter.

Online seminars

These are regular, formal discussions moderated by your tutor. Participation is not compulsory, although we strongly recommend you take part in them as this will afford you an opportunity to expand and test your knowledge.

Topic-related discussions

These are academic, topic-related discussions that are monitored by a member of staff to ensure that the correct protocols are being observed. They are especially useful for exploring complex ideas with your peers over an extended period of time.

Student café

This is an area within the WWLC where you can socialise with your peers. It is important for you to build friendships with your fellow distance learners; your fellow students will probably understand your feelings much better than your family and friends and might be able to provide useful advice.

Pathways through the degree

BSc Business Administration (general pathway)

Foundation level (four units)

Two compulsory full units:

Management and the modern corporation [BBA0010]
Accounting for management [BBA0020]

PLUS four compulsory half units:

Business analysis and decision making [BBA0030]
Business statistics [BBA0040]
Business study skills and methods [BBA0050]
Management and communication skills [BBA0060]

Advanced level (four units)

One compulsory full unit:

Strategic management [BBA0070]*

PLUS three full units from:

Marketing management [BBA0080]*
Human resource management [BBA0090]*
Production and operations management [BBA0100]*
Management information systems [BBA0110]*
Management accounting [BBA0120]*

Specialist level (four units)

One compulsory full unit:

Modern business in comparative perspective [BBA0130]*

PLUS the equivalent of three full units from:

Advertising and promotion in brand marketing [BBA0165]* (full unit)
International human resource management [BBA0180]* (full unit)

Accounting for strategy [BBA0230]* (full unit)
Innovation management [BBA0250]* (full unit)
Marketing research [BBA0150]* (half unit)
Consumer behaviour [BBA0170]* (half unit)
Managing organisational change [BBA0190]* (half unit)
The individual at work [BBA0200]* (half unit)
European business [BBA0210]* (half unit)
Multinational enterprise [BBA0220]* (half unit)
International finance and accounting [BBA0240]* (half unit)
Japanese business in Europe [BBA0260]* (half unit)

Notes:

- (i) This structure is subject to confirmation in the 2008-2009 Regulations.
- (ii) *Units have prerequisites.

BSc Business Administration with Marketing

Foundation level (four units)

Two compulsory full units:

Management and the modern corporation [BBA0010]
Accounting for management [BBA0020]

PLUS four compulsory half units:

Business analysis and decision making [BBA0030]
Business statistics [BBA0040]
Business study skills and methods [BBA0050]
Management and communication skills [BBA0060]

Advanced level (four units)

One compulsory full unit:

Strategic management [BBA0070]*

PLUS one marketing full unit:

Marketing management [BBA0080]

PLUS two full units from:

Human resource management [BBA0090]
Production and operations management [BBA0100]
Management information systems [BBA0110]
Management accounting [BBA0120]

Specialist level (four units)

One compulsory full unit:

Modern business in comparative perspective [BBA0130]*

PLUS the equivalent of two full marketing units:

Consumer behaviour [BBA0170] (half unit)
Marketing research [BBA0150] (half unit)

Advertising and promotion in brand marketing [BBA0165]* (full unit)

PLUS the equivalent of one full unit from:

International human resource management [BBA0180]* (full unit)

Accounting for strategy [BBA0230]* (full unit)

Innovation management [BBA0250]* (full unit)

Managing organisational change [BBA0190]* (half unit)

The individual at work [BBA0200]* (half unit)

European business [BBA0210]* (half unit)

Multinational enterprise [BBA0220]* (half unit)

International finance and accounting [BBA0240]* (half unit)

Japanese business in Europe [BBA0260]* (half unit)

Notes:

- (i) This structure is subject to confirmation in the 2008-2009 Regulations.
- (ii) * Units have prerequisites.

BSc Business Administration with Human Resource Management

Foundation level (four units)

Two compulsory full units:

Management and the modern corporation [BBA0010]
Accounting for management [BBA0020]

PLUS four compulsory half units:

Business analysis and decision making [BBA0030]
Business statistics [BBA0040]
Business study skills and methods [BBA0050]
Management and communication skills [BBA0060]

Advanced level (four units)

One compulsory full unit:

Strategic management [BBA0070]*

PLUS one human resource management full unit:

Human resource management [BBA0090]

PLUS two full units from:

Production and operations management [BBA0100]
Management information systems [BBA0110]
Management accounting [BBA0120]
Marketing management [BBA0080]

Specialist level (four units)

One compulsory full unit:

Modern business in comparative perspective [BBA0130]*

PLUS the equivalent of two full human resource management units:

Managing organisational change [BBA0190] (half unit)

The individual at work [BBA0200] (half unit)
International human resource management [BBA0180] (full unit)

PLUS the equivalent of one full unit from:

Advertising and promotion in brand marketing [BBA0165]* (full unit)
Accounting for strategy [BBA0230]* (full unit)
Innovation management [BBA0250]* (full unit)
Marketing research [BBA0150]* (half unit)
Consumer behaviour [BBA0170]* (half unit)
European business [BBA0210]* (half unit)
Multinational enterprise [BBA0220]* (half unit)
International finance and accounting [BBA0240]* (half unit)
Japanese business in Europe [BBA0260]* (half unit)

Notes:

- (i) This structure is subject to confirmation in the 2008-2009 Regulations.
- (ii) * Units have prerequisites.

BSc Business Administration with International Business

Foundation level (four units)

Two compulsory full units:

Management and the modern corporation [BBA0010]
Accounting for management [BBA0020]

PLUS four compulsory half units:

Business analysis and decision making [BBA0030]
Business statistics [BBA0040]
Business study skills and methods [BBA0050]
Management and communication skills [BBA0060]

Advanced level (four units)

One compulsory full unit:

Strategic management [BBA0070]*

PLUS one international business full unit:

Human resource management [BBA0090]

PLUS two full units from:

Production and operations management [BBA0100]
Management information systems [BBA0110]
Management accounting [BBA0120]
Marketing management [BBA0080]

Specialist level (four units)

One compulsory full unit:

Modern business in comparative perspective [BBA0130]*

PLUS the equivalent of at least two full international business units chosen from:

International human resource management [BBA0180] (full unit)

European business [BBA0210] (half unit)

Multinational enterprise [BBA0220] (half unit)

Japanese business in Europe [BBA0260] (half unit)

PLUS either a half unit** or the equivalent of one full unit from:

Advertising and promotion in brand marketing [BBA0165]* (full unit)

Accounting for strategy [BBA0230]* (full unit)

Innovation management [BBA0250]* (full unit)

Marketing research [BBA0150]* (half unit)

Consumer behaviour [BBA0170]* (half unit)

Managing organisational change [BBA0190]* (half unit)

The individual at work [BBA0200]* (half unit)

International finance and accounting [BBA0240]* (half unit)

Notes:

- (i) This structure is subject to confirmation in the 2008-2009 Regulations.
- (ii) * Units have prerequisites.
- (iii) ** Students can select a half unit only if two-and-a-half international business units have been previously selected at Specialist level.

Entrance requirements and fees

In order to satisfy the entrance requirements for the BSc Business Administration, you must:

- *normally** be at least 17 years old and either have passes in:
 - two subjects at GCE 'A' level, plus at least three further subjects at GCSE or GCE 'O' level (at not less than grade C or above) **or**
 - three subjects at GCE 'A' level (with one 'A' level at not less than grade D) **or**
 - three subjects at GCE 'A' level and one further subject at GCSE or GCE 'O' level (at not less than grade C) **or**
 - two subjects at GCE 'A' level, plus two further subjects at GCE 'AS' level.
- **AND** demonstrate a level of competence in Mathematics at least equivalent to a pass at GCSE/GCE 'O' level, at not less than grade C
- **AND** have passed GCSE/GCE 'O' level English language at grade C or above or, within the last three years, to have passed at the required standard a test of proficiency in English that is recognised by the University of London.
- You must have regular access to the Internet as well as specific computer hardware and software. For details please see our website: www.londonexternal.ac.uk/busadmin

*Applications will be considered from applicants who do not meet the normal minimum age requirement for admission. Each application will be considered on an individual basis, and the decision taken at the discretion of the University of London.

Fees

Application handling fee (non-refundable)	£56
Exemption application fee (per full unit)	£58
Exemption application fee (per half unit)	£29
Registration fee	£714
Continuing registration fee	£273
Examination fee per full unit	£154
Examination fee per half unit	£77

The 2008-2009 fees shown above are those paid to the University and do not include fees charged by the teaching institution. They come into effect on 1 September 2008 and are subject to annual review. If you are taking exams outside London you will have to pay an additional fee to your local examination centre (this fee will vary and is not controlled by the University of London).

Further information



'It's a marvellous system whereby working adults, like myself, can study and further themselves. I want to open a business in the near future.'

Robert Jackman
Current BSc Business Administration student,
airline pilot, USA.

How to apply

For further information on this programme and to apply either online or by post, please go to our website:

www.londonexternal.ac.uk/busadmin

Further information

If you have any questions or would like information about any other programmes we offer, please contact our Information Centre at the address below.

The Information Centre
University of London
Stewart House
32 Russell Square
London WC1B 5DN, United Kingdom
Tel: +44 (0)20 7862 8360
Fax: +44 (0)20 7862 8358
Email: enquiries@london.ac.uk

Or please visit our website where you can download or view further information: www.londonexternal.ac.uk

Summary of key dates

Application deadline:	24 August
Registration deadline:	1 November (in the year before you wish to sit your first exam)
Despatch of study materials:	Shortly after your registration form is received
Start studying:	As soon as you receive your study materials
Examinations:	May

The information contained in this leaflet was correct at the date of publication but may be subject to change. The University does not intend by publication or distribution of this leaflet to create any contractual or other legal relation with applicants, registered students, their advisers or any other persons. For the most up-to-date information, please visit our website or consult the 2008–2009 Regulations.

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Study programmes

The University of London offers a wide range of subjects to study by distance and flexible learning, from full degree programmes to diplomas, certificates and Short courses.

Undergraduate

Accounting	Economics	Italian and French
Accounting and Finance	Economics and Finance	Law
Accounting with Law	Economics and Management	Management
Banking	English	Management with Law
Banking and Finance	Finance	Mathematics
Business	French	Mathematics and Economics
Business Administration	French and German	Philosophy
Classical Studies	Geography and Environment	Politics
Computing and Information Systems	German	Politics and International Relations
Creative Computing	German and Italian	Social Sciences
Development	History	Sociology
Development and Economics	Information Systems	Sociology with Law
Divinity	Information Systems and Management	Spanish and Latin American Studies
	International Relations	Theology
	Italian	

Postgraduate

Agribusiness for Development	Educational and Social Research	Law
Agricultural Economics	Environmental Management	Livestock Health and Production
Applied Educational Leadership and Management	Epidemiology	Managing Rural Development
Applied Environmental Economics	Finance	Organizational Psychology
Banking	Finance and Financial Law	Policy Studies
Biodiversity Conservation and Management	Financial Sector Management	Public Financial Management
Citizenship and History Education	Human Resource Management	Public Health
Clinical Trials	Infectious Diseases	Public Management
Economic Policy	Information Security	Public Policy and Management
	International Business	Quantitative Finance
	International Management	Sustainable Development
	International Management (China)	Veterinary Epidemiology and Public Health
	International Primary Health Care	

For details see our website or contact:

The Information Centre, University of London, Stewart House, 32 Russell Square, London WC1B 5DN, United Kingdom

Tel: +44 (0)20 7862 8360/1/2 Fax: +44 (0)20 7862 8358 Email: enquiries@london.ac.uk

www.londonexternal.ac.uk