



UNIVERSITY  
OF LONDON

2023

Undergraduate programmes in

# Business Administration

With academic  
direction from:



[london.ac.uk/bsc-business-administration](https://london.ac.uk/bsc-business-administration)

World class. Worldwide.

# Join the World Class



**1 A dynamic global learning community**  
Connect and network with peers from around the world, and thrive in a dynamic community of mutual support, accountability, and collaboration.

**2 Quality of learning**  
You'll be taught by leading academics at Royal Holloway, University of London, a UK top 35 university  
(*The Guardian University Guide 2023*)

**3 Employability and career progression**  
Gain broad-based knowledge to succeed across industries in fields such as management, marketing, human resource management, and more. You'll develop fundamental workplace skills that signal your value to recruiters and hiring managers and build expertise that can be applied to any business sector.

**4 Study at your own pace, on your schedule**  
Studying a University of London degree online gives you the flexibility to work while you study, turning almost any location into your own classroom without the costs of face-to-face study on campus.

**5 A mark of excellence**  
Earn an internationally recognised qualification from the University of London. The University of London has a track record of teaching, innovation and research dating back 160 years.





“In a fast changing environment of worldwide access to higher education, a University of London degree continues to offer a guarantee of quality, value and intellectual rigour.”

**Professor Wendy Thomson**  
Vice-Chancellor,  
University of London

# Your prestigious University of London qualification

## About your qualification

When you graduate with a degree, diploma or certificate from the University of London you will receive two important documents – your Final Diploma (the parchment you receive on graduation) and a Diploma Supplement.

## The Final Diploma

- Indicates that you were registered with the University of London and awarded a University of London degree or diploma.
- Gives the name of Royal Holloway, University of London as the Member Institution that developed the syllabus and provided assessment.
- Features the University of London crest and the Vice-Chancellor's signature.

## The Diploma Supplement

- Describes the nature, level and content of the programme you successfully completed.
- Includes the transcript of modules taken, marks achieved and overall classification.
- States the role of Royal Holloway, University of London and the method of study.





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## Key dates

### Applications and registration open:

19 December 2022

### Applications close:

13 March 2023

### Registrations close:

27 March 2023

### Programme starts:

17 April 2023

# A University of London degree from anywhere in the world



**Dr Paul Dudley**

**Programme Director**

I am delighted to introduce to you the University of London BSc Business Administration degree, developed with academic direction from Royal Holloway, University of London.

Successful managers are able to deal with complexity in a changing environment. To be prepared for these challenges, you will need an intellectual understanding that will allow you to analyse and contribute decisively to the resolution of these issues. The BSc Business Administration degree will assist you in gaining these insights, allowing you to understand issues from a variety of perspectives. The programme prepares you for these challenges by giving you a systematic understanding and appreciation of business administration, as well as the key skill sets required to succeed in today's hyper-competitive environments.

Our business administration bachelor's degree is both rewarding and challenging. Faculty from Royal Holloway, University of London, who both designed and deliver the programme, will be there to help you every step of the way. By focusing on you as an individual, the BSc Business Administration degree can help you prepare for your current or next career move.

I wish you well in your future studies with us, and I look forward to seeing you at the annual graduation ceremony in London.

## A trusted name in global education

The University of London is one of the world's leading universities, internationally recognised for its high academic standards. This reputation is based on the outstanding teaching and research of our 17 Member Institutions.

Upon finishing a programme of study, graduates automatically become part of the University of London alumni community, a diverse global network of more than one million graduates. Among former students are six Nobel Prize winners, including Nelson Mandela and Charles Kao, a pioneer in the development of fibre-optics.

## London made global

Founded in 1836, the University of London is one of the oldest and most prestigious universities in the UK and is internationally regarded as a centre of academic excellence. In 1858, we made our degrees available to study anywhere in the world.

Today, we have more than 48,000 students in over 190 countries, studying on 100-plus degrees, diplomas and certificates.

## Learn from internationally renowned experts

The programme is led by academics at Royal Holloway's School of Business and Management. Royal Holloway is in the top 25 per cent of UK universities for research rated 'world-leading' or 'internationally excellent' (REF 2021).

This commitment to research excellence, in combination with an emphasis on practical, applied skills, helps to establish a strong business foundation and ensure job readiness. The programme also balances quantitative and qualitative research theory and practice, and incorporates an innovative emphasis on business ethics.



## Gain a comprehensive understanding of business administration

The BSc Business Administration degree provides a foundation for advanced and independent study through establishing a common platform of essential knowledge and skills. A range of themes are offered to ensure that students appreciate the diverse, interdisciplinary nature of business administration and marketing and gain or reinforce a range of conceptual, technical, quantitative and personal skills. Students will develop the ability to analyse real-life problems

facing businesses and develop effective solutions.

There are two pathways to the BSc degree: a general pathway and a specialist pathway in Human Resource Management.

By studying this programme, you will:

- develop an understanding of the organisation, its functions, and the context of business leading to a multifaceted appreciation of marketing and other management disciplines
- explore the strategic and operational processes by which management plans and coordinates the use

of resources with the general objective of securing or maintaining competitive advantage

- examine the emergence of the global economy and multinational firms, using various theoretical approaches (economic management, international relations and geo-political).

In some countries, qualifications earned by distance and flexible learning may not be recognised by certain authorities or regulators for the purposes of public sector employment or further study. We advise you to explore the local recognition status before your register.



# Collaboration with Coursera

## An academic first

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We are extremely proud to have been the first university to partner with Coursera when it embarked on its first bachelor's degree back in 2018. The University of London has 50+ courses on the Coursera platform, generating over 3.1 million Coursera learner enrollments. Coursera has over 87 million registered learners spread over more than 5,000 courses and more than 550 specialisations. They've partnered with some of the world's leading universities, which include Johns Hopkins University, Stanford, University of Michigan, The Hong Kong University of Science and Technology, and Shanghai Jiao Tong University. Institutions around the world use Coursera to upskill and reskill their employees, citizens and students in fields such as data science, technology and business. You can read more about Coursera at: [about.coursera.org](https://about.coursera.org)

## US-imposed restrictions

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United States export control regulations prevent Coursera from offering services and content to users in certain countries or regions. More information about which countries or regions are affected can be found at: [bit.ly/intl-restrictions](https://bit.ly/intl-restrictions). Coursera must enforce this restriction in order to remain in compliance with US law and, for that reason, we advise that all learners check this information before applying to the programme.

## About Coursera

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Coursera was launched in 2012 by two Stanford Computer Science professors, Andrew Ng and Daphne Koller, with a mission to provide universal access to world-class learning. It is now one of the largest online learning platforms in the world, with 113 million registered learners. Coursera partners with over 275 leading university and industry partners to offer a broad catalogue of content and credentials, including courses, Specialisations, Professional Certificates, Guided Projects, and bachelor's and master's degrees.

## Welcome from Betty Vandembosch, Chief Content Officer

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We are honoured that the University of London is launching a third job-relevant degree on Coursera – enabling learners from around the world to access an affordable education from a top 35 UK university.

The Bachelor of Science in Business Administration from Royal Holloway, University of London will equip students with the latest knowledge, techniques, and skills needed to manage projects and departments in global organisations. Internationally renowned experts will teach students how to analyse the ever-evolving business landscape, implement data-driven thinking, and establish competitive advantage.

With the online format, students can study at their own pace from anywhere – while participating in engaging learning experiences, such as live tutorials and projects with peers from around the globe. To prepare for success, students can try an open course before applying.

Degrees continue to be one of the most transformative credentials in the job market, and we're excited to launch this new programme to prepare the next generation of business leaders.





# How you study



The programme offers a variety of highly engaging learning materials and activities. Your learning experience will be enhanced with an accessible and attractive virtual learning platform with opportunities for self-assessment so that you can understand your own progress.

You will have the opportunity to participate in discussion forums and intellectually challenging debates, take quizzes to demonstrate and chart your progress, and benefit from online tutorials and interactive webinars as you advance through the curriculum.

Each 30-credit module comprises weekly topics, equating to approximately 10–12 hours of directed learning per week.



## Programme structure

### BSc Business Administration comprises of:

Four Stage 1 modules (FHEQ Level 4)

Four Stage 2 modules (FHEQ Level 5); including a choice of one module for students on the general Business Administration pathway

Four Stage 3 modules (FHEQ Level 6), including a choice of three modules for students on the general Business Administration pathway.

For further information on available modules, please visit: [london.ac.uk/bsc-business-administration](http://london.ac.uk/bsc-business-administration)

## Online support

The programme is delivered online and there is no requirement to come to the UK as part of your studies. Our flexible online programme allows you to work around your own schedule and leads to a globally-recognised qualification.

When you register, we will give you access to the Student Portal. You can then access your University of London email account and other key resources including:

- the **Student Guide** which provides information which is common to all students and gives useful information about your relationship with the University of London through to graduation
- the **Virtual Learning Environment (VLE)** which provides access to:
  - Study materials (including lessons, activities and assignments)
  - Sample examination questions and formative multiple-choice quizzes (MCQs) to aid revision.
  - Online tutors who hold live tutorial webinars and provide support and guidance throughout each study session
- communication tools such as discussion forums and Zoom (video conferencing software)
- the **Online Library**, which provides access to over 100 million academic electronic items comprising ebooks, ejournals, conference proceedings etc. In addition, you can request items which are not held in the Online Library via the Inter-Library Loans service with the British Library. All registered students have free access to the University of London's Online Library via [onlinelibrary.london.ac.uk](http://onlinelibrary.london.ac.uk)
- **Senate House Library**, which provides free reference access for all registered distance and flexible learning students.

## Study materials

All essential resources, activities, videos, discussions and support are provided through the VLE. This allows you to fit your studies around your work commitments. There is no need to purchase additional textbooks.

## Time commitment

The flexible approach to learning allows students to complete the BSc Business Administration in a minimum of three years\* (subject to module availability) to a maximum of six years.

You can study at your own pace, adjusting the intensity of learning to suit your needs.

\* This period may vary if prior learning is recognised and accredited.

# Entrance requirements and further information

To register for the BSc Business Administration, you will normally need to satisfy our general entry requirements.

The University of London welcomes qualifications from across the world, which are equivalent to UK GCSEs and A levels. For more information visit: [london.ac.uk/entrance-qualifications](https://london.ac.uk/entrance-qualifications)

This degree is open to those with non-traditional qualifications via our performance-based route. This route also welcomes applications from those with relevant work experience but no formal qualifications. For further information visit: [london.ac.uk/bsc-business-administration](https://london.ac.uk/bsc-business-administration)

## Entry route 1 – Direct Entry

- Applicants must normally be at least 17 years of age on or before the registration deadline **and must:**
- have passed qualifications that satisfy category G in the Qualifications for Entrance schedule
- satisfy the English language requirements.

## Entry route 2 – Performance-Based Admission

If you do not meet the academic requirements for direct entry, you can apply for the programme via the performance-based admission route.

- Applicants must normally be at least 17 years of age on or before the registration deadline **and must:**
- meet the programme-specific entrance requirements for performance-based admission
- satisfy the English language requirements.

To be admitted onto the full BSc programme, students must first pass one required module with an overall result of 40 per cent or above.

Students on the performance-based admission route will have three attempts to pass the required module. This route helps students to develop the necessary skills to complete the full BSc Business Administration programme successfully.

## English language requirements

You must satisfy the English language requirements for the programme. For more information on the requirements please visit: [london.ac.uk/applications/how-apply/english-requirements](https://london.ac.uk/applications/how-apply/english-requirements)

If you do not meet the English language proficiency requirements but believe that you can demonstrate the requisite proficiency, the University may, at its discretion, consider your application.

## Computer requirements

The University of London sets minimum basic computer requirements because your study resources are accessed via the Student Portal and it is vital that you can access this regularly.

For this programme, you will need regular access to a computer with an internet connection. A webcam may be required in the event that online timed assessments (if offered) are proctored, and in such a case it is a student's responsibility to ensure that they have a webcam.

For more information about computer requirements, please visit: [bit.ly/computer-reqs](https://bit.ly/computer-reqs)



## How to apply

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Please refer to the BSc Business Administration webpages for details on how to apply: [london.ac.uk/bsc-business-administration](https://london.ac.uk/bsc-business-administration)

## Fees

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The total fee payable to the University of London for 2023–2024 will be published on our website once confirmed. On average, fees incur a five per cent year-on-year increase. For the latest information on programme fees, please visit: [london.ac.uk/fees](https://london.ac.uk/fees)

**Please note:** student fees shown on our website are net of any local VAT, Goods and Services Tax (GST) or any other sales tax payable by the student in their country of residence. Where the University is required to add VAT, GST or any other sales tax at the local statutory rate, this will be added to the fees shown during the payment process. For students resident in the UK, our fees are exempt from VAT.









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For further information on the range of programmes we offer, please visit our website ([london.ac.uk](http://london.ac.uk)) or contact us at:

**The Student Advice Centre**

University of London  
Senate House, Malet Street  
London WC1E 7HU  
United Kingdom

Online enquiries: [sid.london.ac.uk](mailto:sid.london.ac.uk)



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