



**The Knowledge Hub
Universities**

partnered with



Partnered with

**The Knowledge Hub Universities
Egypt**

Course Specification A

**Bachelor (Hons) in Business Administration (BBA)
TKHU031**

**Faculty of Business and Law
School of Strategy and Leadership**

Academic Year: 2022/23

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education. Coventry University certifies that this Programme Specification follows the approved Programme Specification for BBA (Hons) Business Administration at the Faculty of Business and Law, Coventry University. Changes have only been made where an aspect of the provision at Coventry University is not relevant to the delivery at TKH or where specific information relevant to the delivery of this course in Egypt must be introduced, e.g. entry requirements, course management.

PART A.1-Level 3 - Course Specification

BBA (Hons) Business Administration

Part A.1 of this document outlines Level 3 of the BBA (Hons) Business Administration degree, which is a shared year taught across the Business School at Coventry University Branch (CUB) at The Knowledge Hub (TKH) Universities, Egypt.

Part A.2 outlines Levels 4, 5 and 6, which are specific to the BBA (Hons) Business Administration course delivered at CUB at TKH, Egypt.

1. Introduction

Level 3 is a Foundation Year Business that will introduce all students in the Business School to the key concepts in the subject(s) they intend to study, as well as academic study skills and language they will need to operate effectively at degree level. Level 3 consists of 80 credits of subject-specific modules and 40 credits of academic English skills modules. The year will be fully taught in English with embedded specialist English-language and study skills support to prepare students for Level 4, 5, and 6 of the Coventry University degree course. Level 3 is typically for students who do not have English as their first language.

2 Outline and Educational Aims of the Course

The overall aim of the BBA (Hons) Business Administration, delivered at CUB at TKH Egypt is to prepare students to be either professional practitioners or management professionals with the theoretical knowledge, skills and personal attributes to become leaders in organisations. Our graduates will be adaptable and reflexive international managers, capable of filling senior management positions.

The Level 3 Year in Business Administration is designed to foster students' knowledge and skills in business and administration practice with embedded general English and English for specific purposes. Students are encouraged to explore different topics in the context of business administration and test ideas and engage in a process of developing fundamental understanding of related topics and critical reflection of personal continuous development. The course supports students towards informed career choices, with awareness of their own strengths and knowledge of relevant career pathways. Successful completion of the course enables access to appropriate degree-level study with Coventry University.

The educational aims of Level 3 year are therefore:

- To develop awareness and familiarity with the key concepts in their chosen subject area;
- To develop the language and subject-specific academic study skills necessary to study at the university level.
- To manage individual's own learning and acquire transferable skills such as communication, teamworking, problem solving that equips students for higher education.

3. Course Learning Outcomes

On successful completion of Level 3, a student will be able to:

1. Develop a fundamental understanding of the developments, characteristics, issues and business influences relevant to Accounting, Finance, Economics, Human Resource Management, Marketing and Business Administration, in an English-speaking learning environment.
2. Develop a fundamental understanding and awareness of the key basic socio-cultural, political, economic, technological, ethical and environmental factors that shape business practices nationally and globally.
3. Show evidence of the development of a professional attitude and basic skills relating to communication, personal credibility, entrepreneurship, teamwork, project planning and self-directed learning.
4. Demonstrate awareness of the principles of responsible management in the design and delivery of policies, governance and planning that are respectful of communities and stakeholder groups.

5. Develop the ability to use a range of digital platforms relevant to all courses.
6. Develop an understanding of career path and professional context in chosen areas, develop the capacity to manage personal continuous learning and readiness to transition to a more independent research-informed learning at degree level

4. Level 3 Structure and Requirements, Modules, Credits and Progression

Module/ Assessment credit level	Module Code	Title	Credit Value	Mandatory/ Optional	Course Learning Outcomes	Indicati Semest
Level 3						
3	KH3124SSL	Introduction to Business Management	20	M	1,2,4,5	1
3	KH3106EFA	Fundamentals of Economics	20	M	1,2,4,5	1
3	KH3107HUM	Foundation Academic English 1 for Business	20	M	1,3,6	1
3	KH3108HUM	Foundation Academic English 2 for Business	20	M	1,3,6	2
3	KH3108EFA	Fundamentals of Accounting and Finance	20	M	1,2,4,5	2
3	KH3123SMM	Introduction to Marketing	20	M	1,2,4,5	2

Progression to Level 4

Students who pass Level 3 according to the regulations will be entitled to progress to Level 4. Level 3 marks do not contribute to the final degree award.

Section A.2- Level 4, 5 and 6
PART A Course Specification
BBA (Hons) Business Administration

1. Introduction

The Bachelor of Business Administration (BBA) course provides students with a solid foundation in all the key components of business management and organisation. The course addresses the key functional aspects of business administration, including accounting, people management, data analytics, marketing and strategic planning.

The course also provides students with an opportunity to specialise in supply chain and logistics management in a global context. Students will also have the opportunity to make use of the innovative Business Simulation Suite which aims to provide and support a skill-based education through observed learning in order to bridge the gap between theory and practice. This course aims to create well rounded, effective, and highly skilled business administrators, with a global perspective.

The general aim of the BBA course is to help develop a greater understanding of the functions of business and to encourage enquiry amongst students about the best way of conducting business. A strong emphasis is placed on: (1) acquiring cross-organisational, integrative skills and the importance of constantly challenging engrained ways of doing things; (2) enhancing the ability to apply business theories in different contexts, with a view to better understanding organisations; (3) seeding and nurturing a passion for continuous professional development for the individual and those around them; (4) incorporating, through examples and case studies, the Principles for Responsible Management Education (PRME): sustainability, social responsibility, responsible leadership and ethics; (5) Engaging in interactive teaching that advances students' understanding about the dynamics and impact of companies in the creation of political, economic, social, technological and environmental value; (6) Interacting with practitioners and researchers to extend students' knowledge of challenges in meeting social responsibilities and exploring effective approaches to manage those ethical challenges. Taken together, these aims distinguish the Business Administration course from others in the School's portfolio. Apart from covering the traditional areas of a business, the course also aims to provide a comprehensive understanding of the end-to-end view of an organisation's value chain.

Teaching approaches are grounded in the following:

1. The course structure, requirements and modules reflect the spiral curriculum approach with each module in Level 5 and Level 6 building on previous knowledge.
2. Real life examples are used extensively and students are constantly encouraged to analyse and evaluate what could be done to improve each decision made.
3. Lecturers and tutors will highlight the social aspect of business administration and how this is crucial to the successful running of an organisation. This is not at the neglect of other areas, merely it acts as a lens through which to view the business.
4. The final year of the course offers students the opportunity to specialise via a series of optional modules.
5. The Careers Service Office at The Knowledge Hub provides students with individualised advice and guidance on assignment writing and academic writing genres such as essays, reports, dissertations, theses, and exam papers.

The Bachelor of Business Administration (BBA) course at TKH Coventry University Branch is the same as the home institution course, with agreed minor modifications, and Coventry University also quality assures assessment and awards the degree.

2 Available Award(s) and Modes of Study

Title of Award	Mode of attendance	UCAS Code	FHEQ Level
BBA (Hons)	Full time: 4 years (including the level 3 year)	N250	6

<p style="text-align: center;">BBA</p> <p style="text-align: center;">Diploma of Higher Education in Business Administration</p> <p style="text-align: center;">Certificate of Higher Education in Business and Management</p>		Full time with a placement year: 5 years (including the level 3 year)		<p style="text-align: center;">6</p> <p style="text-align: center;">5</p> <p style="text-align: center;">4</p>
3 Awarding Institution/Body	Coventry University			
4 Collaboration	Autonomous Franchise			
5 Teaching Institution and Location of delivery	<p>The Coventry University Branch at TKHC</p> <p>The Knowledge Hub Universities Campus</p> <p>New Administrative Capital, Residential Area 7, R7, Cairo Governorate</p>			
6 Internal Approval/Review Dates	<p>Date of approval: August 2020</p> <p>Date for next review: 2026/27</p>			
7 Course Accredited by	Not applicable			
8 Accreditation Date and Duration	Not applicable			
9 QAA Subject Benchmark Statement(s) and/or other external factors	<p>QAA (2019) Subject Benchmark Statement: Business and Management, available from: https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5</p>			
10 Date of Course Specification	May 2023			
11 Course Director	Coventry University Branch at TKH Course Director:			

12 Outline and Educational Aims of the Course

This broad educational purpose reflects the following documents that have been used in designing this course, including relevant qualification descriptor(s) as set out in [QAA's Framework for Higher Education Qualifications](#) and the Coventry University's 2030 Group Strategy. The general aim of the BBA (Hons) course is to help develop a greater understanding of the functions of business and to encourage enquiry amongst students about the best way of challenging accepted practice.

To ensure that the goals of this programme are aligned with the expectations of the global job market, the aims listed below reflect the insights gathered from the School Advisory Group with whom the School collaborates.

Educational Aims:

The educational aims of the BBA are to:

1. Provide a higher education experience that prepares students for international management careers and/or opportunities for postgraduate study, by ensuring knowledge of key areas of business and management whilst gaining an understanding of the integrated nature of business.
2. Provide students with opportunities to achieve their full academic potential, with the ability to analyse and evaluate global business and management issues in a considered and competent manner taking full account of ethical and sustainability issues.
3. Enable students to develop autonomy in their learning and to acquire the self-development skills needed for self-management and lifelong learning, while instilling a responsible and ethical attitude towards people and the environment.
4. Provide students with a firm foundation in key areas of business management, business accounting, entrepreneurship, supply chain and logistics management

13 Course Learning Outcomes

The Course Learning Outcomes are derived from the course aims and are therefore appropriately aligned with the relevant FHEQ level, QAA Subject Benchmark Statements and Guidance, and Coventry University's Corporate Plan and Education Strategy.

On successful completion of the course a student will be able to

1. Evidence a well-developed knowledge of the broad areas of business and management, the detailed relationships between these and their application in a range of intercultural contexts.
2. Identify, analyse, and critically assess organisational issues in an international and community context using appropriate models or techniques and effectively communicate relevant innovative and creative solutions in order to influence decision-making.
3. Demonstrate the ability to act as an independent learner as well as the ability to play a full role when working and /or learning in teams.
4. Act entrepreneurially to generate, analyse, develop and communicate innovative ideas and deliver successful outcomes.
5. Evaluate and apply alternative business strategy solutions to global challenges taking into account the advancement of new disruptive technologies.
6. Critically analyse and assess a given specialised area of global supply chain management, both theoretically and practically and suggest relevant solutions.
7. Evidence and apply a comprehensive understanding of sustainability, including within the context of the global logistics environment.
8. Critically analyse and reflect on issues around sustainability, social responsibility, responsible leadership, and ethics, drawing on informed research sources, and critically evaluate the role of individuals and organisations in behaving responsibly.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Modules within the course, their status (whether mandatory or options), the levels at which they are studied, their credit value, and pre/co requisites, are identified in the table below.

Modules within the course may be classed as:

Mandatory (M) – These modules are compulsory.

Options (O) – These modules are chosen from a prescribed list of modules.

Details regarding the patterns and modes of attendance, as well as other distinctive features of the course are presented below.

14.1 Patterns and modes of attendance

Students who have successfully completed the Foundation year and progressed to level 4 will take a further 360 credits over three years full-time or four years full-time including a work placement year. Note: the placement year carries zero credits.

All modules are taught within a semesterised system. Students enrolling in September will study during semesters 1 and 2 of each academic year. All modules are classed as level 4, 5 or 6.

14.2 The Sandwich/Work Placement Year

Students have the opportunity to under-take a year-long placement (KHXXXX) between Level 5 and Level 6 of study. The module is non-credit bearing and does not contribute to a students' overall award or classification.

The aim of the work placement year is to enhance the employability prospects and career development of the students and is therefore in line with the University's mission statement. The potential benefits of the option year to the students are considerable and include:

Experience in job-searching, self-presentation and being interviewed

- Work experience on a much more significant scale than vacation or part-time work
- Confidence in their capacity to contribute to the organisation that employs them
- Understanding of how their studies relate to practice
- Self-discipline and organisation
- Good relations with a prospective employer
- The opportunity for international experience in a different culture

Students preparing for the option year, are supported by The Knowledge Hub, members of which help in the preparation of CVs, preparation for interviews and employment and provide support throughout the year. Placements are subject to availability and a competitive application process. However, students are also encouraged to seek alternative sources of employment themselves with guidance provided by The Knowledge Hub.

14.3 Semester of Study or Academic Year at Coventry University (Optional)

The course structure and timing of delivery at The Knowledge Hub shall be aligned with the equivalent course at Coventry University to enable a student to complete a semester of study or an academic year at Coventry University as part of their studies. The marks achieved at Coventry University will be used in the assessment of the student's performance at the end of each level and used in the calculation of the final degree classification.

14.4 Progression and Awards

Progression is in accordance with the Academic Regulations for Coventry University Undergraduate Awards at the Coventry University Branch at The Knowledge Hub Egypt.

Conditions for Awards

There are no specific modules which must be included in the calculation for the BBA (Hons). There are no specific modules required for the interim awards. These qualifications are awarded in line with the Academic Regulations for Coventry University Undergraduate Awards at the Coventry University Branch at The Knowledge Hub Egypt.

Where a student does not wish to or is unable to progress to complete the Bachelor of Business Administration (Hons) degree the below cascade of awards applies.

Cascade of Awards:

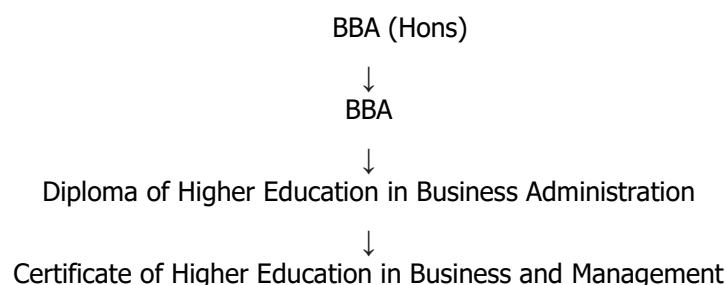


Table 1. BBA Course Structure

Credit level	Module Code	Title	Learning Credit	Assessment credit	Mandatory/ Optional	Course Learning Outcomes
LEVEL 4						
4	KH4005ICT	Entrepreneurial Thinking	20	20	M	2,3,4,7
4	KH4006ICT	Entrepreneurial Ideation	20	20	M	1,2,3,4,7
4	KH4023SSL	Foundations of Management	20	20	M	2,3,4,5,6,7
4	KH4007MKT	Marketing, Digital and Social Media	20	20	M	1,2,4,6,7
4	KH4024SSL	Business Decision Making Using Data Analysis	20	20	M	1,2,3,5,6
4	KH4000HRM	Organisational Behaviour	20	20	M	2,4,6,7
LEVEL 5						
5	KH5007ICT	Innovation in Practice	20	20	M	2,3,4,5,6
5	KH5006ICT	Designing a Research Proposal	20	20	M	1,2,3,4,5,7,8
5	KH5022ACC	Principles of Business Accounting	20	20	M	2,3,4,6
5	KH5024SSL	Managing People in a Global Context	20	20	M	1,2,3,6
5	KH5041SSL	Exploring Strategy	20	20	M	1,2,3,5,6,7
5	KH5047SSL	Supply Chain Management	20	20	M	1,2,3,4,5,6,7,8
Optional Placement year module (SW 4 year mode of study) – Subject to CUB TKH capabilities to provide local work placement						
5	KH5049SSL	Work Placement*	0	0	O	1,2,3,4,5,6,7,8
LEVEL 6						
6	KH6048SSL	Project Module	40	40	M	1,2,3,4,5,6,7,8
6	KH6057SSL	Disruptive Technologies	20	20	M	2,3,4,5,6,8
6	KH6059SSL	Global Logistics Management	20	20	M	1,2,3,4,5,6,7,8

Students must choose 2 modules from the below:						
6	KH6047SSL	Project Management	20	20	O	1,2,3,4,5,6,7,8
6	KH6066SSL	Critical Issues in Globalisation	20	20	O	2,3,4,5,6,7,8
6	KH6055SSL	Business Process Management	20	20	O	1,2,3,4,5,6,7,8
6	KH6058SSL	Managing Global Organisations	20	20	O	2,3,4,5,6,7,8
6	KH6052SSL	Purchasing and Procurement	20	20	O	1,2,3,4,5,6,7,8
6	KH6060SSL	Strategic Entrepreneurship	20	20	O	1,2,3,4,5,6,7,8

*If a student undertakes the work placement, this module will be mandatory.

15 Criteria for Admission and Selection Procedure

15.1 Entry Requirement to Level 3 Year

1 AS Level grade D and 5 GCSEs (including English Language, Mathematics and Science) at A*- C or 9 - 4 in the new GCSE grading structure **OR** 8 GCSEs (including English Language, Mathematics and Science) at A*- C or 9 - 4 in the new GCSE grading structure) **OR** Tawjihiya/General Secondary School certificate with minimum 60% **OR** Pass grades in IB Diploma.

In the case of applicants whose first language is not English, an adequate proficiency in English must be demonstrated. This would normally be a minimum IELTS score of 5.5 (with no less than 5.0 in each component) or equivalent.

All equivalent qualifications are welcome, as are mature students with alternative experience.

15.2 Direct Entry to Level 4

UCAS entry profiles may be found at <http://www.ucas.ac.uk/students/choosingcourses/entryrequirements>

For details of acceptable equivalent qualifications for this course, please visit: <http://www.coventry.ac.uk/study-at-coventry/apply-now/entry-requirements-uk-eu-students/>

A-level BBC or IB Diploma 24 points.

Applications involving other UK or overseas qualifications, mature candidates, or from candidates with experience, are welcome and will be considered on their merit.

In the case of applicants whose first language is not English, an adequate proficiency in English must be demonstrated. This would normally be a minimum IELTS score of 6.0 (with no less than 5.5 in each component) or equivalent.

Non-standard entry students will be considered on a case-by-case basis.

16 Academic Regulations and Regulations of Assessment

This Course conforms to Regulations for the delivery of Coventry University Undergraduate awards at the Coventry University Branch at The Knowledge Hub, Egypt.

Section 6.4 of University and The CUB at The Knowledge Hub Academic Regulations concerning enrolment and registration are applicable to the course.

17 Indicators of Quality Enhancement

The Course is managed by the School of Business Board of Study of the Knowledge Hub.

The Programme Assessment Board (PAB) for CUB at the Knowledge Hub is responsible for considering the progress of all students and making awards in accordance with both the University, The Knowledge Hub and course-specific regulations.

The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the course.

External Examiners are appointed for all Coventry University awards and have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of the Collaborative Course Quality Enhancement Monitoring (CCQEM).

Students are represented via the Student Forum, Board of Study and CUB at The Knowledge Hub Board, all of which normally meet two or three times per year.

Student views are also sought through module and course evaluation questionnaires.

A Link Tutor/Director of International Partnerships will be appointed by the School of Business, CUB at TKH.

The following are key indicators of quality and standards:

- Coventry University was shortlisted for the University of the Year (The Times and Sunday Times Good University Guide 2021).
- Coventry University is the No.1 Modern University in the Midlands (Guardian University Guide 2022).
- The course has been designed in accordance with the QAA Subject Benchmark Statement for Bachelor's Degrees in Business and Management (QAA, 2019).
- Coventry University has seven subject areas rank in the top 10 (Guardian University Guide 2021).
- Coventry University achieved 76% for Overall Satisfaction (National Student Survey (NSS) 2021).
- Coventry University achieved Top 250 QS World Rankings for Business and Management Studies (QS World University Rankings 2020).
- Coventry University has been the UK's Top Modern University for seven consecutive years (Guardian University Guide 2013-2019).
- Coventry University is the joint top modern University for career prospects (Guardian University Guide 2021 and 2022).
- Coventry University is No.1 in the World for Massive Online Open Courses (MoocLab's Work University Rankings by MOOC Performance 2021).
- Shortlisted for University of the Year (The Times and Sunday Times Good University Guide 2021).
- Coventry University has been awarded Gold standard in the Teaching Excellence Framework (TEF, 2017).
- Coventry Business School is ranked by EDUNIVERSAL in the 'Excellent Business School' (3 Palmes) worldwide category. EDUNIVERSAL provides a ranking and information system for students in order to help decide which Business School to study at (<http://eduniversal-ranking.com/>).
- Coventry Business School has signed up to 'The Principles for Responsible Management Education' (PRME) initiative <http://www.unprme.org/>. PRME has six principles, including; Purpose, Values, Method, Research, Partnership and Dialogue. All six principles of PRME are practised in the course.

- The School of Strategy and Leadership has a strong portfolio of active researchers who regularly publish in peer reviewed internationally-recognised publications.
- External Examiner reports point to the quality of the current courses offered within the School of Strategy and Leadership which have been strongly commended. This course complements the already successful suite of undergraduate courses offered within the School of Strategy and Leadership.
- Awarded University of the Year for Student Experience (*The Times and Sunday Times Good University Guide 2019*).
- Coventry University is ranked 13th in the UK overall and 20th out of 117 courses for Business, Management and Marketing related subjects (*Guardian University Guide 2019*).
- Coventry University is 1st for overseas student experiences 6 years running (based on student trips abroad from [HESA 2014/15 – 2019/20](#)).
- Top 200 in the world in the [Times Higher Education Young University](#) Rankings (2017).

The QAA's Higher Education Review undertaken in February 2015 confirmed that Coventry University meets the UK expectations regarding the:

- setting and maintenance of the academic standards of awards.
- quality of student learning opportunities.
- quality of the information about learning opportunities.
- enhancement of student learning opportunities.

18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including:

- Academic Course Director(s) are responsible for particular activities across the course and are able to provide advice and support to students in course-related matters.
- Student Handbooks
- Module Descriptors
- CCQEM Reports
- The Knowledge Hub Study Support Information