

# BA Innovative Business



 **British Institute**  
of Technology & E-commerce

  
**Coventry**  
University



# BA Innovative Business



## Aims and Objectives

### Aims - meeting the new challenges of the business world

- (i) To allow students to explore how orthodox approaches to business management are being affected by business transformation.
- (ii) To provide an environment where students can develop enhanced approaches to solving business problems.

### Objectives - a unique practical learning experience

- (i) To analyse and critically evaluate the issues and problems faced in new and existing businesses.
- (ii) To participate in active discourse on the adoption of innovation and how management can analyse and develop its impact on the changing context of business.
- (iii) To critically evaluate an organisation's existing information systems and be able to propose the adoption of new ones.
- (iv) To elaborate the innovation requirements and facilities for remote, distributed electronic communications.
- (v) To design, develop, enhance and implement existing and new business practices that will enable an organisation's growth.
- (vi) To communicate at an advanced level demonstrating evidence of higher organisational skills and reasoning to produce persuasive arguments.

### Validation - a practical honours qualification

The BA Innovative Business is validated by the Coventry University. This means that although the programme is taught and delivered by BITE, academic quality (amongst other issues) is overseen by Coventry University. At the end of your period of study, your award will be issued by the University. This degree will be widely acknowledged by various business organisations can also lead to further study at MBA and PhD levels.

### Admission to the programme

The minimum entry qualifications for this programme are: 180-220 UCAS Tariff points (including two GCE or VCE A-Levels or a VCE Double Award) or 12+ points at A/AS Level (for applications who completed their A/AS Levels before Summer 2003); 24 points (Pass) at International Baccalaureate (Higher, all at level 4); 65% European Baccalaureate; 5 merits in Year 2 of a BTEC National Diploma; a relevant Access course.



### We welcome equivalent international qualifications

A range of international qualifications are also accepted as is an appropriate level of work experience. Applications from mature students with previous work experience are welcomed. All applicants should have or be expected to gain GCSE grade 'C' or above in English - or equivalent. International applicants should have or expect to gain a minimum of 5 points in IELTS or 550 points in TOEFL. Students who have done a Higher National Diploma in Business or Management or an equivalent level 5 to 7 diploma can request to enter the final year.

### Attendance mode

**Full-time:** A degree, which is studied in this mode, will normally take three years to complete.

**Part-time:** A degree, which is studied in this mode, will normally take four to five years to complete.



## Programme Structure - an exciting range of modules

Your degree programme falls into the area of Undergraduate Business and is made up of the following modules;

- Business Acquisition
- Business Challenges
- Business Finance
- Business IT
- Business Law
- Business Planning and Skills
- Creativity and Innovation
- Entrepreneurship
- Higher Education Academic Skills
- Higher Education Research Skills
- International Business
- Legal, Social, Ethical & Professional Issues
- Managing People
- Marketing Portfolio Investment Strategy
- Strategic Management
- Undergraduate Major Project

These modules form part of the University's Framework and are administered by the Business School at the Coventry University and BITE.

The modules adhere to the published guidelines for all modular degrees run by the University. There are modules at three levels. These awards are validated and reviewed by Coventry University under its charter. The programme structure is represented below.

### Year 1

<b>Semester 1</b>	Professional Communication and Presentation Skills	Business Environment
<b>Semester 2</b>	Building Business Foundation	Creativity, Innovation & Entrepreneurship

### Year 2

<b>Semester 1</b>	Legal, Social, Ethical & Professional Issues	International Business
<b>Semester 2</b>	Strategic Management	Business Finance and Customer Relation

### Year 3

<b>Semester 1</b>	Higher Education Research Skills	Marketing Communication
<b>Semester 2</b>	Enterprise Innovation	Undergraduate Major Project



## Advice, Support and Facilities

### **Support for you while you study - looking after our students**

Following a degree course takes a certain number of years and many things will happen to you during the time you are studying. Some events are predictable, but others are unexpected. Some are relatively insignificant, but others can seriously affect your studies.

BITE strives for excellence in supporting students in many ways. You will always be able to find a sympathetic person who will try to help you if at all possible.

Obviously it would take a very special kind of person to be able to sort out every different type of problem that may arise. The most important thing is to find the RIGHT person to help you. The first person to contact in many cases will be your Personal Tutor. Even if they are not the "best" person to solve your problem, they will know someone else who is!

### **Personal Tutors - helping you cope with personal issues**

Sometimes your question or problem might not be to do with your course but comes from your personal life. At other times you might not feel able to approach the person suggested above. In these cases you can see your Personal Tutor.

Each student is allocated a Personal Tutor. This is a member of the academic staff who they can go to, individually, for general guidance and advice. Personal Tutors may discuss key choices (e.g. option choices) and review your progress. You will be notified of the identity of your Personal Tutor via lists posted on your notice board or via the forum.

### **Award of BA**

Assessment at the end of the programme for the award of the degree of BA will be based on a written case study and an oral presentation. Programme participants will be required to draw on their learning from the programme and from their experience of management gained from the 'management in action' project, together in the form of a written case study of their management.

They will also be required to make an oral presentation of their case study to their fellow course members and the programme assessors. For this assessment participants will need to demonstrate that they have applied management principles to their project and be able to support their claim by reference to examples of their actual practice.

### **A clearly defined assessment strategy**

The assessment strategy devised for this programme takes into account both the mode of assessment and its timing within the course. Each module comprises at least two different forms of assessment. At the beginning of each semester students will be given a schedule, which clearly identified deadlines for each type of assessment on each module. The mode of assessment used for each module is designed to match the learning outcomes and assessment criteria for that module. These assessments will help build the learners knowledge in the relevant of areas.

### **Learning Development Services**

"Self-help" manuals and books on study skills and a wide range of other materials that are helpful in maximising your efficiency and effectiveness. The Institute can also offer some support to those whose English is not their first language or who may have specific learning difficulties (dyslexia). Check the notice board for details.

### **Careers Advice**

The Institute Careers Service is based in the main building and provides presentation skills workshops, one-to-one guidance, a library and information service (including vacancies and help with preparing for job-search).