# MU LOGO_LDN_RGB.jpgBA (Hons) Business Management (Marketing)

Programme Specification

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| 1. Programme title | Business Management (Marketing) |
| 2. Awarding institution | Middlesex University |
| 3. Teaching institution | Middlesex University |
| 4. Programme accredited by |  |
| 5. Final qualification | Bachelor of Arts (Honours) |
| 6. Academic year | 2013-14 |
| 7. Language of study | English |
| 8. Mode of study | Full Time / Part Time / Distance Learning / Thick Sandwich |

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| 9. Criteria for admission to the programme For year one admission, Middlesex University general entry requirements apply, including GCSE’s (grade A to C) in mathematics and English language. Applicants whose first language is not English are required to achieve 6.0 in IELTS overall (with a minimum of 5.5 in each component) or an equivalent qualification recognised by Middlesex University.  For entry with advanced standing to year 2 (or final year), candidates must have achieved both 120 credits at level one (or 240 credits including 100 at level two) and must have successfully met the relevant learning outcome and syllabus requirements of the programme.  The equivalence of qualifications from outside UK will be determined according to NARIC guidelines. |

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| 10. Aims of the programme |
| The programme aims to provide students with the skills and knowledge to build a successful management career with a specialism in marketing, in a wide range of businesses, governmental and third sector organisations. Emphasis is placed on the applications of models and techniques necessary to achieve superior performance in business organisations. The programme develops skills in analysis and planning, and develops the ability to solve business problems, including management and marketing problems. |

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| 11. Programme outcomes | |
| A. Knowledge and understanding On completion of this programme the successful student will have knowledge and understanding of :   1. Stakeholders: their expectations and behaviour; 2. The environment of business and its impact on strategy; 3. Design, production and distribution of products and services; 4. Business resources: acquisition, application and control; 5. Business process: planning. Improvement and control; 6. Organisations: their functions, structure and management 7. Marketing issues in services and small businesses | Teaching/learning methods Students gain knowledge and understanding through guided reading of textbooks, journals and course notes; on-line and in-class exercises; lectures, workshops and seminars.  **Assessment methods**  Students’ knowledge and understanding is assessed by in-class and on-line objective tests, examinations and written assignments. |
| B. Cognitive (thinking) skills On completion of this programme the successful student will be able to:   1. Define, explain and evaluate a range of phenomena, concepts, models, theories, principles and practices; 2. Apply concepts, models and theories to analyse situations; 3. Identify, evaluate and construct arguments; 4. Demonstrate self awareness and sensitivity to others; 5. Take and defend a decision or proposition on a given issue, considering commercial, ethical and other factors; 6. Create and evaluate solutions to given problems. 7. Analyse a marketing related situation and devise alternative responses | Teaching/learning methods Students learn cognitive skills through individual and group exercises and case; tutor-led seminars and class discussions. Feedback on assessments. Assessment methods Students’ cognitive skills are assessed by essays, oral presentations and written examinations, sometimes based on case analysis. |
| C. Practical skills On completion of the programme the successful student will be able to:   1. Locate, categorise, prioritise, and synthesise information necessary for business purposes; 2. Interpret business reports and evaluate performance; 3. Select and apply business monitoring and control techniques; 4. Set objectives for business change and plan implementation; 5. Identify and demonstrate interpersonal skills appropriate to a given business situation 6. Develop marketing objectives and plans using marketing tools, technologies and processes | Teaching/learning methods Students learn practical skills through workshops, simulations, role-plays, individual and group case analysis and problem solving. Assessment methods Students’ practical skills are assessed by individual and group exercises, individual assignments and examinations. |
| D. Graduate skills On completion of this programme the successful student will be able to:   1. Clarify career objectives & develop plans to achieve them 2. Learn flexibly and effectively from diverse opportunities 3. Communicate persuasively using a range of media 4. Contribute positively to team performance 5. Use ICT to improve personal productivity 6. Collect, analyse and critically interpret numerical data | Teaching/learning methods Students acquire graduate skills through participation in activities built into individual modules (e.g. group presentations) and also through individual forms of written and aural reflection. The use of ICT and numerical data is embedded into modules throughout. Assessment methods Students’ graduate skills are assessed by participation in group activities and though individual reflection. Competence in IT and the interpretation of numerical data is a prerequisite for the completion of assessments throughout. |

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| 12. Programme structure (levels, modules, credits and progression requirements) |
| 12. 1 Overall structure of the programme |
| The programme is studied over three years full-time, or four years if the option of a 12 month placement is taken. Students study four 30 credit modules per year. The first year comprises of four compulsory modules. These modules are designed to bring all students to a standard level of academic competence and provide the foundations in the skills and knowledge needed to pursue further specialised study in marketing.  In the second year students study three compulsory modules building on knowledge acquired in first year modules, but also broadening knowledge into essential issues needed to study business organisations: the behaviour of people in organisations, the organisation of resources within organisations and an understanding of the external environment in which business operates. In the second year students are also able to undertake one out of three Marketing options; Brand Management, Consumer Behaviour or Enterprise and Small Business Marketing. Students entering directly into the second year – after confirmation of pre-accreditation of their first two years’ study to equivalent learning outcomes elsewhere- will study the same compulsory modules and will be able to choose from the same optional modules as existing students.  In the final year students on this pathway will study two compulsory modules designed to advance skills and knowledge appropriate to graduate level. These are modules in strategic management and in services marketing. In the final year students are also able to undertake two options from a wider list of specialist marketing modules; E-Marketing and Social Media, Public Relations, Advertising and Promotion and New Venture Management. Undertaking a research project and work based learning are also offered as options to third year students.  Students following the top-up specialist degree entering directly into the final year – after confirmation of pre-accreditation of their first two years’ study to equivalent learning outcomes elsewhere – will study the same two compulsory modules, a third compulsory module “applied management” which will allow some degree of programme orientation and integration and one Marketing optional module. |

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**Programme Structure Diagram I (with optional placement year)**

**Programme Structure Diagram II (with optional placement modules)**

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**Programme Structure Diagram III (direct entries)**



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| 12.2 Levels and modules Starting in academic year 2010/11 the University is changing the way it references modules to state the level of study in which these are delivered. This is to comply with the national Framework for Higher Education Qualifications. This implementation will be a gradual process whilst records are updated. Therefore the old coding is bracketed below. | | |
| Level 4 (1) | | |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| Students must take all of the following:  FIN1110 – Financial Aspects of Business  MKT1120 – Marketing Theory and Practice  HRM1004 – Management and Organisations  MSO1730– Applications & Research in Management | None | Students must pass 90 credits to progress to level 5 |

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| Level 5 (2) | | |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| Students must take all of the following:  MGT2220 – Operations Management  HRM2000 – Work and Organisation Behaviour  MGT2545 – Business Environment Analysis | Students must choose 1 from the following:  MKT2236 – Brand Management  MKT2242 – Consumer Behaviour  MKT2290 – Entrepreneurship and Small Business  Marketing | Students must pass 180 credits to progress to level 6. |

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| Placement Opportunities |
| MBS3331/MBS3332 Optional Work Placement 120 Credits  (or)  MBS2333 (Developing Employability through work Placement) in the summer of Level 4 and MBS3431 & MBS3432 (Work Placement Project) in the summer of Level 5 |

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| Level 6 (3) | | |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| Students must take all of the following:  MGT3170 – Strategic Management  MKT3125 – Services Marketing Management | Students must also choose 2 from the following:  MKT3128 – Public Relations and Corporate Reputation Management  MKT3151 – Creative Advertising and Promotion  MKT3390 – New Venture Management (pre-req-MKT2290)  MKT3033 – E-marketing and Social Media  MKT3130 – International Marketing  MBS3012 – Consulting in Organisations  MBS3001 – Work Internship  MGT3999 – Research Project |  |
| Level 6 (3) DIRECT ENTRY (TOP-UP) STUDENTS | | |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| Students must take all of the following:  MGT3170 – Strategic Management  MKT3125 – Services Marketing Management  MGT3000 – Applied Management | Students must also choose 1 from the following:  MKT3128 – Public Relations and Corporate Reputation Management  MKT3151 – Creative Advertising and Promotion  MKT3390 – New Venture Management (pre-req-MKT2290)  MKT3033 – E-marketing and Social Media  MKT3130 – International Marketing  MBS3012 – Consulting in Organisations  MBS3001 –Internship  MGT3999 – Research Project |  |

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| 12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels) | |
| Module level | Module code |
| None | |
| 13. Curriculum map See attached | |

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| 14. Information about assessment regulations |
| Middlesex University Assessment and Business School Regulations apply to this programme, without exception. |

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| 15. Placement opportunities, requirements and support (if applicable) |
| A 12 month placement is offered at the end of year 2. A dedicated Employability Advisor helps in the search for an appropriate employer and provides students with appropriate Placement. It also provides students with appropriate guidance and support in preparation for, during and after placement. The placement forms the basis for an assessed report based on the organisation. At the start of the placement students are allocated an individual supervisor from Middlesex University Business School who provides support and advice for the duration of the project. All placement reports are double marked.  Alternatively, students may opt to take two shorter placements between years 1 and 2 and between years 2 and 3. |
| 16. Future careers (if applicable) |
| The programme aims to provide students with the skills and knowledge to build a successful management career with a specialism in marketing, in a wide range of businesses, governmental and third sector organisations. Graduates from this programme may enter a wide range of positions, including marketing assistant, brand executive and business consultant. The combination of marketing expertise and broader business perspective also provides the foundation for graduates to successfully set up and run their own business.  The Hendon Campus Careers Service offers students support in planning their career. The Chartered Management Institute also offers career support and guidance to members, highlighting job opportunities for graduates. |

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| 17. Particular support for learning (if applicable) | |
| * English Language Support and Numeracy support offered by the Learner Development Unit * Library-based learning resources * Student Achievement Advisors * Programme Handbook and Module Handbooks * Induction and orientation programme * Access to student counsellors * Student e-mail and Unihub * Module information and learning/support material on Myunihub * Guest lectures * Tutor support through published office hours * Disability support to ensure all students can actively participate in university life | |
| 18. JACS code (or other relevant coding system) | N120 |
| 19. Relevant QAA subject benchmark group(s) | General Business and Management |
| 20. Reference points  * QAA and Middlesex University Guidelines for programme specifications * Middlesex University Regulations * Middlesex University Learning Framework – Programme Design Guidance, 2012 * QAA Subject Benchmark in Business & Management * QAA Framework for Higher Education Qualifications (FHEQ) * QAA Codes of Practice * CMI guidelines * Middlesex University/Business School Teaching, Learning and Assessment Strategy * Middlesex University Regulations | |
| 21. Other information | |
| Methods for evaluating and improving the quality and standards of learning are:   * External Examiner Reports * Annual Quality Monitoring Reports * Boards of Study * Student focus group * National Student Survey * Module evaluation and report * Peer teaching observations * Student evaluation * Validation and review panels   Indicators of quality:   * Student achievement * Buoyant enrolment * Student feedback evaluation forms * External examiners reports * Student employability   See Middlesex university’s Learning and Quality Enhancement Handbook for further information | |

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

### Curriculum map for BA (Hons) Business Management (Marketing)

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

### Programme learning outcomes

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| Knowledge and understanding | | Practical skills | |
| A1 | Stakeholders: their expectations and behaviour; | C1 | Locate, categorise, prioritise, and synthesise information necessary for business purposes; |
| A2 | The environment of business and its impact on strategy; | C2 | Interpret business reports and evaluate performance; |
| A3 | Design, production and distribution of products and services; | C3 | Select and apply business monitoring and control techniques; |
| A4 | Business resources: acquisition, application and control; | C4 | Set objectives for business change and plan implementation; |
| A5 | Business process: planning. Improvement and control; | C5 | Identify and demonstrate interpersonal skills appropriate to a given business situation |
| A6 | Organisations: their functions, structure and management | C6 | Develop marketing objectives and actions/campaigns using marketing tools, technologies and processes |
| A7: | Marketing issues in services and small businesses |  |  |
| Cognitive skills | | Graduate Skills | |
| B1 | Define, explain and evaluate a range of phenomena, concepts, models, theories, principles and practices; | D1 | Clarify career objectives & develop plans to achieve them |
| B2 | Apply concepts, models and theories to analyse situations; | D2 | Learn flexibly and effectively from diverse opportunities |
| B3 | Identify, evaluate and construct arguments; | D3 | Communicate persuasively using a range of media |
| B4 | Demonstrate self awareness and sensitivity to others; | D4 | Contribute positively to team performance |
| B5 | Take and defend a decision or proposition on a given issue, considering commercial, ethical and other factors; | D5 | Use ICT to improve personal productivity |
| B6 | Create and evaluate solutions to given problems. | D6 | Collect, analyse and critically interpret numerical data |
| B7 | Analyse a marketing related situation and devise alternative responses |  |  |

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| Programme outcomes | | | | | | | | | | | | | | | | | | | | | | | | | |
| A1 | A2 | A3 | A4 | A5 | A6 | A7 | B1 | B2 | B3 | B4 | B5 | B6 | B7 | C1 | C2 | C3 | C4 | C5 | C6 | D1 | D2 | D3 | D4 | D5 | D6 |
| Highest level achieved by all graduates | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 5 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 5 | 6 |

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| Compulsory Module Title | Module Code | Programme outcomes | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | by Level | A1 | A2 | A3 | A4 | A5 | A6 | A7 | B1 | B2 | B3 | B4 | B5 | B6 | B7 | C1 | C2 | C3 | C4 | C5 | C6 | D1 | D2 | D3 | D4 | D5 | D6 |
| Financial Aspects of Business | FIN1110 |  | X |  | X |  |  |  | X | X |  |  |  | X |  | X | X | X |  |  |  |  |  |  |  |  | X |
| Management and Organisations | HRM1004 | X | X |  |  |  | X |  | X | X | X |  |  |  |  |  |  |  |  | X |  |  | X | X |  | X |  |
| Marketing Theory and Practice | MKT1120 | X | X |  |  | X |  | X | X | X | X | X | X | X | X | X | X |  |  | X | x |  |  | X | X | X | X |
| Applications and Research in Management | MSO1730 |  |  |  |  | X |  |  |  | X |  |  |  | X |  | X | X | X |  |  |  |  | X | X |  | X | X |
| Work and Organisation Behaviour | HRM2000 | X | X |  |  |  |  |  | X | X | X |  | X |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Operations Management | MGT2220 |  |  | X | X | X |  |  | X | X |  |  |  | X |  | X | X | X | X |  |  |  | X |  |  | X | X |
| Business Environment Analysis | MGT2545 | X | X |  |  |  | X |  | X | X | X | X | X | X |  | X |  |  | X |  |  |  |  | X | X |  |  |
| Strategic Management | MGT3170 | x | x | x | X | x |  |  | X | X | X |  | X | X |  | X | X |  | X | X |  | X |  | X | X |  |  |
| Services Marketing Management | MKT3125 | X |  | x |  | X | X | x | X | X | X |  | X | X | X | X |  |  |  |  | x |  | X | X |  |  |  |
| Applied Management | MGT3000 | X | X |  | X |  |  |  | X | X |  |  |  | X | X | X | X | X | X |  |  |  | X | X | X |  | X |

**BA Business Management (Marketing) summative assessment schedule**

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|  | Week | | | | | | | | | | | | | | | | | | | | | | | |  | |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | | Exam Period | |
| FIN1110 |  |  |  |  |  |  |  |  |  | G (20) |  |  | O (30) |  |  |  |  |  |  |  |  |  |  | O (50) | |  | |
| MKT1120 |  |  |  |  | O (10) |  |  |  | O (10) |  |  |  |  |  | G (30) |  |  |  |  | P (20) | |  |  |  | | A (30) | |
| HRM1004 |  |  |  |  |  |  |  | O (25) |  |  |  |  |  |  |  |  |  |  | O (25) |  |  |  |  |  | | A (50) | |
| MSO1730 |  |  |  |  |  |  |  |  |  | O (30) |  |  |  |  |  | O (30) |  |  |  |  |  |  | O (40) |  | |  | |
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| MGT2220 |  |  |  |  |  |  | C (15) |  |  |  |  | O (20) | C (15) |  |  |  |  | C (15) |  |  |  |  | O (20) | C (15) | |  | |
| MGT2545 |  |  |  |  |  |  | O (10) |  |  |  |  | A (20) |  | O (10) |  |  |  |  |  |  | O (20) |  |  | G (40) | |  | |
| HRM2000 |  |  |  |  |  |  | O (20) |  |  |  | O  (20) |  |  |  |  |  |  | O  (20) |  |  |  |  |  |  | | E  (40) | |
| (Option) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  | |
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| MKT3125 |  |  |  |  |  |  |  |  | A (15) |  |  |  |  |  |  | A (35) |  |  |  |  |  |  |  |  | | A (50) | |
| MGT3170\* |  |  |  |  |  |  |  |  |  | P (20+10) | |  |  |  |  | O (10) |  |  |  |  |  |  |  |  | | E (50) | |
| MGT3000\* |  |  |  |  |  |  | O (10) |  |  |  |  | A (20) |  |  |  |  |  | O (10) |  |  |  |  |  |  | | G (30) | |
| (Option) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  | |

\*additional ongoing assessment based on students’ written contribution to specific seminar tasks

A = Assignment, E = Exam, G = Group assignment, O = Online test, P = Presentation, C = Coursework/Portfolio