

## **BA (Hons) Business Management (Marketing)**

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### Programme Specification



<b>1. Programme title</b>	BA (Hons) Business Management (Marketing)
<b>2. Awarding institution</b>	Middlesex University
<b>3. Teaching institution</b>	Middlesex University
<b>4. Details of accreditation by professional/statutory/regulatory body</b>	
<b>5. Final qualification</b>	Bachelor of Arts (Honours)
<b>6. Year of validation</b> <b>Year of amendment</b>	2017/18
<b>7. Language of study</b>	English
<b>8. Mode of study</b>	Full Time / Part Time / Thick Sandwich / Thin Sandwich

#### **9. Criteria for admission to the programme**

For year one admission, Middlesex University general entry requirements apply, including GCSE's (grade A to C / score 9 to 4) (or equivalent) in mathematics and English language. Applicants whose first language is not English are required to achieve a minimum score of 6.0 in IELTS overall (with a minimum of 5.5 in each component) or an equivalent qualification recognised by Middlesex University.

Specific programme entry requirements are 112 UCAS points or equivalent. We accredit prior experiential learning and welcome mature applicants with suitable life skills and work experience. Students not meeting the programme entry requirements may be eligible to join at year zero (level 3), the foundation year.

For entry with advance standing to year 2 (or final year), candidates must have achieved both 120 credits at level four (or 240 credits with 120 credits at level five) and must have successfully met the relevant learning outcome and syllabus requirements of the programme.

The equivalence of qualifications from outside the UK will be determined according to NARIC guidelines.

## 10. Aims of the programme

The programme aims to:

- provide students with knowledge and understanding of organisations, their management and the business environment;
- develop critical and analytical problem-solving skills and apply these in a business context;
- prepare students for a career in business and management or further study;
- develop a wide range of general transferable skills and attributes which equip students to become effective and responsible global citizens.
- provide students with essential knowledge, skills and techniques of marketing

## 11. Programme outcomes\*

### A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of:

1. characteristics, functions and structures of organisations and their integration;
2. theories, processes and models of HR, accounting & finance, marketing, and operations and their role in effective management of a business;
3. global business environment and its impact on strategy, behaviour and management of organisations;
4. tools and techniques for business decision making;
5. the management and applications of information systems and digital technologies and their impact on organisations and business models;
6. social responsibility, ethical behaviour, sustainability and innovation in contemporary business decisions and activities.
7. The diverse application of marketing principles across sectors and type of organisations

### Teaching/learning methods

Students gain knowledge and understanding through lectures, workshops and seminars, guided reading of textbooks, academic journals, and case studies, and on-line and in-class exercises.

### Assessment methods

Students' knowledge and understanding is assessed by in-class and on-line tests, examinations, presentations and written assignments.

<p><b>B. Skills</b></p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"><li>1. critically evaluate theories, issues, models, arguments and evidence in the field of business and management;</li><li>2. use technology to acquire, analyse and communicate information;</li><li>3. critically analyse facts and circumstances to determine the cause of a problem and identify, develop and select appropriate solutions;</li><li>4. communicate effectively through a variety of medium in a form appropriate to the intended audience;</li><li>5. locate, extract, analyse and synthesise information from multiple sources, and generate and develop ideas;</li><li>6. apply management concepts, models, theories and techniques in a business context;</li><li>7. work effectively both independently and within a team.</li><li>8. apply key marketing concepts across a range of sectors and organisations</li></ol>	<p><b>Teaching/learning methods</b></p> <p>Students learn cognitive skills through individual and group lecture and seminar exercises and tutor led class discussions, problem solving, workshops, use of technology, as well as feedback on assessments.</p> <p><b>Assessment methods</b></p> <p>Students' cognitive skills are assessed by practice based individual and group coursework assignments, oral presentations, in-class and on-line tests and examinations.</p>
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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, three years with two summer placements (thin sandwich) or four years if the option of a 12 months placement is taken in the third year (thick sandwich). Part time students study the programme over a maximum of six years.

The programme is divided into study units called modules and modules are either 15 or 30 credits. The academic provision of the University is based on credit accumulation. Students will accumulate credit points by passing modules in order to gain the award of the University. To gain a BA (Hons) degree title a student must gain 360 credit points (480 if on thick or thin sandwich) of which 120 must be at level six, i.e. year 3. Full time students will study modules totalling 120 credits each year while part time students will take between 60 to 90 credits per year.

There are five compulsory modules in the first year (level 4). These modules are designed to give a solid grounding in business and management and bring all students to a standard level of competence to pursue further study in the subject.

In the second year (level 5) students will study five compulsory modules designed to enhance and broaden their understanding of the core aspects of business and management. Students will also choose one marketing optional 30 credit module.

At the end of the second year, full time students may opt to take a year's placement before returning to complete the final year of study. In the final year (year 3 – level 6) students will study four compulsory modules designed to advance skills and knowledge appropriate to graduate level. Students will also choose 45-credit optional modules.

The structures of the different modes are as follows:

**Full time without placement – 3-year programme (360 credits):**

Year 1	FIN1212 Financial Concepts of Business (30)	
	MKT1120 Marketing Theory and Practice (30)	
	MSO1740 Quantitative Methods for Business (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MGT1305 Management Concepts (15)	HRM1305 People Management (15)
Year 2	MGT2222 Operations Management (30)	
	Option (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MGT2315 Business Environment (15)	MGT2325 Principles of Innovation and Entrepreneurship (15)
	BIS2018 Management Information Systems (15)	HRM2018 Organisational Behaviour (15)
Year 3	MGT3324 Strategic Management (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MKT3014 Services Marketing Management (15)	MKT3011 Global and Cross Cultural Marketing (15)
	Option (15)	MKT3019 Marketing Strategy and Implementation (15)
	Option (1 x 30 credit module or 2 x 15 credit modules)	

**Full time with placement year (Thick Sandwich) – 4-year programme (480 credits):**

Year 1	FIN1212 Financial Concepts of Business (30)	
	MKT1120 Marketing Theory and Practice (30)	
	MSO1740 Quantitative Methods for Business (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MGT1305 Management Concepts (15)	HRM1305 People Management (15)
Year 2	MGT2222 Operations Management (30)	
	Option (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MGT2315 Business Environment (15)	MGT2325 Principles of Innovation and Entrepreneurship (15)
	BIS2018 Management Information Systems (15)	HRM2018 Organisational Behaviour (15)
MBS3331/MBS3332 Work Placement (120)		
Year 3	MGT3324 Strategic Management (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MKT3014 Services Marketing Management (15)	MKT3011 Global and Cross Cultural Marketing (15)
	Option (15)	MKT3019 Marketing Strategy & Implementation
Option (1 x 30 credit module or 2 x 15 credit modules)		

**Full time with two summer placements (Thin Sandwich) – 3-year programme (480 credits):**

Year 1	FIN1212 Financial Concepts of Business (30)	
	MKT1120 Marketing Theory and Practice (30)	
	MSO1740 Quantitative Methods for Business (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MGT1305 Management Concepts (15)	HRM1305 People Management (15)
MBS2333 Developing Employability through Work Placement (60)		
Year 2	MGT2222 Operations Management (30)	
	Option (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MGT2315 Business Environment (15)	MGT2325 Principles of Innovation and Entrepreneurship (15)
	BIS2018 Management Information Systems (15)	HRM2018 Organisational Behaviour (15)
MBS3431/MBS3432 Work Placement Project (60)		
Year 3	MGT3324 Strategic Management (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MKT3014 Services Marketing Management (15)	MKT3011 Global and Cross Cultural Marketing (15)
	Option (15)	MKT3019 Marketing Strategy and Implementation (15)
	Option (1 x 30 credit module or 2 x 15 credit modules)	

**Options chosen from:**

In Year 2 - Students to select one 30 credit module

In Year 3 – Students have to select one 15 credit module from Term 1. In addition, students need to select either one 30 credit module that runs throughout the year or two 15 credit modules (one from Term 1 and one from Term 2).

Year 2 (30 credits)

MKT2001 Marketing Research and Insights  
MKT2002 Digital Marketing

Year 3 (30 credits)

MGT3998 Research Project  
MBS3002 Marketing Internship

Year 3 Term 1 (15 credits)

MKT3015 New Venture Creation  
MKT3012 Social Media and Viral Marketing  
MKT3013 Public Relations and Corporate Reputation

Year 3 Term 2 (15 credits)

MKT3018 Marketing Consultancy Project  
MKT3016 Fashion Marketing  
MGT3018 Professional Communication

**Part Time**

Part time students study the programme over a maximum of six years, taking between 60 to 90 credits per year. The order of modules will be discussed on an individual basis with the programme leader based on both programme requirements and student's individual needs.

<b>12.2 Levels and modules</b>		
Level 4		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: FIN1212 MKT1120 MSO1740 MGT1305 HRM1305	None	Students must pass 90 credits to progress to level 5
Level 5		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MGT2222 MGT2315 BIS2018 MGT2325 HRM2018	Students must also choose one from the following: MKT2001 MKT2002	Students must pass 180 credits to progress to level 6
Placement Opportunities		
Either: MBS2333 and MBS3431/2 Optional Placement 60 Credits each (one between year 1 and year 2; and one between year 2 and year 3) Or: MBS3331/2 Optional Placement 120 Credits		
Level 6		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MGT3324 MKT3011 MKT3014 MKT3019	Students must choose 45 credit optional modules, which can be a combination of either three 15 credit modules or one 15 and one 30 credit modules:  15 credit modules: MKT3015 MKT3018 MKT3012 MKT3013 MKT3016 MGT3018	



	30 credit modules: MGT3998 MBS3002	
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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 page 11-12

**14. Information about assessment regulations**

Middlesex University Assessment Regulations apply to this programme:

[http://www.mdx.ac.uk/\\_data/assets/pdf\\_file/0019/444610/Regulations-2017-18-Final-2.pdf](http://www.mdx.ac.uk/_data/assets/pdf_file/0019/444610/Regulations-2017-18-Final-2.pdf)

**15. Placement opportunities, requirements and support**

A 12-month placement is offered at the end of year two (Thick Sandwich mode).

Alternatively, students can opt for two smaller placements between their years of study (one between year 1 and year 2; and one between year 2 and year 3) (Thin Sandwich Mode).

A dedicated Employability Advisor helps in the search for an employer who will provide the student with an appropriate placement. The advisor will also provide students with guidance and support in preparation for, as well as during and after the placement.

The placement forms the basis for an assessed report.

At the start of the placement students are allocated an individual supervisor who provides support and advice for the duration of the project.

**16. Future careers (if applicable)**

Business management (Marketing) is a broad degree that allows the students to develop a wide range of business related knowledge and transferable skills with a specialism in Marketing.

Graduates from this programme may enter a wide range of positions in both business and Marketing, including marketing assistants, brand managers, sales and PR professionals.

The University Employability Centre will be able to give further guidance:  
<http://unihub.mdx.ac.uk/your-employment>

Additionally, graduates may wish to further enhance their career opportunities and undertake post-graduate study.

#### 17. Particular support for learning (if applicable)

- Learning Enhancement Team (LET)
- Learning Resources
- Programme Handbook and Module Handbooks
- Access to Progression and Support Advisors
- MyLearning

<b>18. JACS code (or other relevant coding system)</b>	N200, N500
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<b>19. Relevant QAA subject benchmark group(s)</b>	Business and Management
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#### 20. Reference points

- QAA Subject Benchmark in Business and Management 2015
- QAA Guidelines for programme specifications 2006
- QAA Qualifications Framework 2014
- Middlesex University Regulations
- Graduate Attribute Framework

#### 21. Other information

Indicators of quality:

- Progression statistics and good awards
- Student feedback
- External examiners' reports
- Student employability

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

Knowledge and understanding	
A1	characteristics, functions and structures of organisations and their integration
A2	theories, processes and models of HR, accounting & finance, marketing, and operations and their role in effective management of a business
A3	global business environment and its impact on strategy, behaviour and management of organisations
A4	tools and techniques for business decision making
A5	the management and applications of information systems and digital technologies and their impact on organisations and business models
A6	social responsibility, ethical behaviour, sustainability and innovation in contemporary business decisions and activities
A7	the diverse application of marketing principles across sectors and type of organisations
Skills	
B1	critically evaluate theories, issues, models, arguments and evidence in the field of business and management
B2	use technology to acquire, analyse and communicate information
B3	critically analyse facts and circumstances to determine the cause of a problem and identify, develop and select appropriate solutions
B4	communicate effectively through a variety of medium in a form appropriate to the intended audience
B5	locate, extract, analyse and synthesise information from multiple sources, and generate and develop ideas
B6	apply management concepts, models, theories and techniques in a business context
B7	work effectively both independently and within a team
B8	apply key marketing concepts across a range of sectors and organisations

Programme outcomes														
A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7	B8
Highest level achieved by all graduates														
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6

Module Title	Module Code by Level	Programme outcomes														
		A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7	B8
<b>Level 4</b>																
Financial Concepts of Business	FIN1212		✓		✓	✓					✓		✓	✓	✓	
Marketing Theory and Practice	MKT1120		✓		✓		✓	✓			✓		✓	✓	✓	✓
Quantitative Methods for Business	MSO1740				✓	✓				✓	✓	✓				
Management Concepts	MGT1305	✓	✓	✓			✓					✓		✓		
People Management	HRM1305	✓	✓		✓							✓		✓	✓	
<b>Level 5</b>																
Operations Management	MGT2222		✓		✓	✓					✓	✓		✓	✓	
Business Environment	MGT2315	✓		✓	✓		✓				✓	✓	✓	✓		
Management Information Systems	BIS2018					✓					✓		✓			
Principles of Innovation and Entrepreneurship	MGT2325	✓					✓			✓			✓	✓		
Organisational Behaviour	HRM2018	✓	✓	✓						✓				✓		
<b>Level 6</b>																
Strategic Management	MGT3324	✓		✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓
Global and Cross Cultural Marketing	MKT3011		✓	✓				✓		✓	✓	✓	✓		✓	✓
Services Marketing Management	MKT3014	✓	✓					✓	✓	✓				✓	✓	✓
Marketing Strategy and Implementation	MKT3019		✓	✓				✓		✓	✓	✓	✓		✓	

**Summative Assessment Schedule (core modules only)**

Core Module	Week																								Coursework Deadline	Exam period	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24			
<b>Level 4</b>																											
FIN1212						O 20						O 20						O 20						O 20	GC 20		
MKT1120							C 30																GC 30			O 40	
MSO1740								T 30							T 30											T 40	
MGT1305									C 60			T 40															
HRM1305																				GP 25	C 15				T 60		
<b>Level 5</b>																											
MGT2222							C 10						T 30	C 10						C 10					T 30	C 10	
MGT2315								GC 40				T 60															
BIS2018*											GP 25	GC 50															
MGT2325																	C 30								C 70		
HRM2018																										C 100	
<b>Level 6</b>																											
MGT3324**																									GC 30		E 40
MKT3014													C 100														
MKT3019																										C 100	
MKT3011																		GP 20								C 80	

C = Coursework/Portfolio, E = Exam, P = Presentation, T = In-Class Test, O = Online Test, GC = Group Coursework, GP = Group Presentation

\* = Continuous assessment (25%) in BIS2018

\*\* = Continuous assessment (30%) in MGT3324