



**PART 1: COURSE SUMMARY INFORMATION**

<b>Course summary</b>		
Final award	BSc(Hons) Business Management with Marketing and Placement Year	
Intermediate award	BSc Business Management with Human Resource Management and Placement Year, DipHE Business Management, CertHE Business Management	
Course status	Validated	
Awarding body	University of Brighton	
School	Brighton Business School	
Location of study/ campus	This course will usually be delivered at Moulsecoomb	
<b>Partner institution(s)</b>		
<i>Name of institution</i>	<i>Host department</i>	<i>Course status</i>
1.		SELECT
2.		
3.		
<b>Admissions</b>		
Admissions agency	UCAS	
Entry requirements <i>Include any progression opportunities into the course.</i>	<p>Check the University's website for current entry requirements</p> <p>A level range BBC-CCC (112-96 UCAS tariff) or equivalent (exc General Studies) Or BTEC Extended Diploma DMM-MMM Plus GCSE Maths and English Language at grade C or grade 4 minimum</p> <p>For non-native speakers of English: English Language requirement – IELTS 6.0 (with minimum 6.0 in writing and 5.5 in other elements).</p> <p>OR</p> <p>International Baccalaureate 28 points with 16 at Higher Level. Applicants without English Language will need to gain a min grade 4 in HL English or min grade 5 in SL English on IB</p> <p>OR</p> <p>Access to HE Diploma – Pass with 60 credits overall. Must include business or management. At least 45 credits at level 3 with 24 credits at merit or above.</p> <p>OR</p>	

	<p>Other progression agreements approved by Brighton Business School and the University of Brighton.</p> <p>OR</p> <p>Other: Mature, 21 years or over, applicants without the above qualifications should be able to show an ability to benefit from the course by, for example, work or professional experience. All mature applicants are considered on an individual basis.</p> <p>International students may also gain entry via completing pathway courses at The University of Brighton International College. For more information see: <a href="http://www.kic.org.uk/brighton/">http://www.kic.org.uk/brighton/</a>.</p>		
Start date (mmm-yy) <i>Normally September</i>	Sept-18		
<b>Mode of study</b>			
<b>Mode of study</b>	<b>Duration of study (standard)</b>	<b>Maximum registration period</b>	
Full-time	4 years	8 years	
Part-time	Select	Select	
Sandwich	4 years	10 years	
Distance	Select	Select	
<b>Course codes/categories</b>			
UCAS code	N200		
<b>Contacts</b>			
Course Leader (or Course Development Leader)	Wybe Popma		
Admissions Tutor	Moulsecoomb Admissions Team		
<b>Examination and Assessment</b>			
External Examiner(s)	<b>Name</b>	<b>Place of work</b>	<b>Date tenure expires</b>
	Dr Mark Rhodes	Leeds Beckett	30/9/2019
	Dr Ofelia Palermo	Nottingham Trent	31/12/2020
	Dr Chris Chapleo	Bournemouth	30/9/2020
	Dr Yingli Wang	Cardiff University	30/09/2019
	Dr Gareth White	Uni of South Wales	30/09/2019
	Prof Chris Ashford	Northumbria	30/9/2019
	Maria Mouratidou	Uni of Cumbria	30/9/2020
	Dr Homagni Choudhury	Kingston University	30/9/2020
Prof Ian Dewing	UEA	30/9/2020	
Examination Board(s) (AEB/CEB)	UG Business Examination/Award Board		
<b>Approval and review</b>			
	<b>Approval date</b>	<b>Review date</b>	

Validation	Sep-04 <sup>1</sup>	April 2018 <sup>2</sup>
Programme Specification	April 2018 <sup>3</sup>	2022/23 <sup>4</sup>
Professional, Statutory and Regulatory Body 1 (if applicable): Chartered Management Institute (CMI)	2013/14	April 2018 <sup>5</sup>
Professional, Statutory and Regulatory Body 2 (if applicable): Chartered Institute of Marketing	2013/14	April 2018
Professional, Statutory and Regulatory Body 3 (if applicable):		

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<sup>1</sup> Date of original validation.

<sup>2</sup> Date of most recent periodic review (normally academic year of validation + 5 years).

<sup>3</sup> Month and year this version of the programme specification was approved (normally September).

<sup>4</sup> Date programme specification will be reviewed (normally approval date + 1 year). If programme specification is applicable to a particular cohort, please state here.

<sup>5</sup> Date of most recent review by accrediting/ approving external body.

## PART 2: COURSE DETAILS

### AIMS AND LEARNING OUTCOMES

#### Aims

The aims of the course are:

1. To provide students with a broad, relevant, challenging, practical and imaginative educational experience, in preparation for a wide range of business careers (QAA 3.1)
2. To provide a sound knowledge and understanding of the internal functions of business, how they are managed and how they interrelate (QAA: 3.2; 3.4; 3.6);
3. To prepare students for managing new, changing and challenging situations in the dynamic business environment (QAA 3.2; 3.3; 3.4; 3.5; 3.6)
4. To allow students the opportunity to build up specialist knowledge in a key business subject area to suit their interests and career aspirations (QAA: 3.7; 3.8; 3.9)
5. To develop a wide range of relevant business and lifelong learning skills (QAA: 3.7; 3.8).
6. To provide the opportunity to gain first-hand experience in a business role, through a one-year work placement (QAA: 3.7; 3.8; 3.9).

#### Learning outcomes

The outcomes of the main award provide information about how the primary aims are demonstrated by students following the course. These are mapped to external reference points where appropriate<sup>6</sup>.

##### Knowledge and theory

Students will have the ability to:

- Describe and define the internal structures, functions, operations and management of business, how they interrelate, and how they adapt to change. (Course aims 1, 2, 3 & 4)
- Relate how external factors, such as customer and market requirements, competition, national, international, economic, political, ethical, sociological, legal and technical influences, impact on business decisions. (Course aims 1, 3)
- Demonstrate a first-hand understanding of the workings of a key business/management function within an organisation through placement or similar work experience and of key challenges and opportunities it faces. (Course aims 1, 2, 3, 4, 5, 6)
- Propose appropriate methods of measuring, analysing and improving the financial operational performance of business organisations. (Course aims 1, 2, 3)
- Demonstrate awareness of the challenges of managing and developing people within organisations. (Course aims 1, 2, 3)
- Critically appraise the development and implementation of different business strategies. (Course aims 1, 2, 3)

<sup>6</sup> Please refer to *Course Development and Review Handbook* or QAA website for details.

	<ul style="list-style-type: none"> <li>Recognize the importance and impact of a range of contemporary and pervasive issues such as sustainability, globalisation, corporate social responsibility, diversity, business innovation, creativity, enterprise development, knowledge management, risk management, and ethical, social and environmental concerns. (Course aims 1, 3, 4)</li> </ul> <p><b>Pathway-specific learning outcomes</b></p> <ul style="list-style-type: none"> <li>Apply the principles, processes and theories of marketing which enable organisations to respond to changing markets and customer requirements. (Course aims 1, 2, 3, 4 &amp; 5)</li> <li>Demonstrate specialist marketing knowledge and theoretical understanding gained through undertaking marketing research projects and marketing electives. (Course aims 1, 3, 4, 5 &amp; 6)</li> </ul>
<p><b>Skills</b> Includes intellectual skills (i.e. generic skills relating to academic study, problem solving, evaluation, research etc.) and professional/practical skills.</p>	<p>Following QAA benchmarks for Business Management programmes, students should be able to demonstrate the following skills:</p> <ul style="list-style-type: none"> <li>Cognitive skills of critical thinking, analysis and synthesis. This includes the capability to identify assumptions, evaluate statements in terms of evidence, to detect false logic or reasoning, to identify implicit values, to define terms adequately and generalise appropriately. (Course aims 2, 3, 5)</li> <li>Effective problem solving and decision making using appropriate quantitative and qualitative skills including identifying, formulating and solving business problems. (Course aims 2, 3, 5)</li> <li>The ability to critically appraise, evaluate and assess a range of options together with the capacity to create and apply ideas and knowledge to a range of situations. (Course aims 3, 5)</li> <li>Effective verbal and written communication skills developed through a range of methods such as preparation and presentation of business reports. (Course aims 3, 5)</li> <li>Numeracy skills including the ability to manipulate, interpret and analyse gathered data and present findings in an appropriate format. (Course aims 2, 3, 5)</li> <li>Effective management of time, resources and skills, with particular emphasis on effective use of pooled resources in managing teams. (Course aims 2, 3, 5)</li> </ul> <p>Business Management programme, as reflected in the learning outcomes and assessment methods, builds incrementally towards the achievement of an honours degree through Levels 4, 5, and 6. In keeping with QAA benchmarks, Level 4 modules tend to be mostly factual and descriptive, laying the foundations of core knowledge, while at the same time introducing more theoretical, critical and analytical techniques and skills. Level 5 modules require students to be increasingly critical and analytical and to adopt more autonomous approaches to learning. At this stage of the course, as a consequence of a structured placement or structured voluntary work experience, there is a distinct emphasis on developing a critical understanding of the application of knowledge; synthesis of ideas and evaluation of theory and practice related to sport business management. The</p>

	honours merit of the course is achieved in the final year when students are required to demonstrate a comprehensive and critical awareness of business management.
QAA subject benchmark statement (where applicable) <sup>7</sup>	Business and Management <a href="http://www.qaa.ac.uk/en/Publications/Documents/SBS-business-management-15.pdf">http://www.qaa.ac.uk/en/Publications/Documents/SBS-business-management-15.pdf</a>

### PROFESSIONAL, STATUTORY AND REGULATORY BODIES (where applicable)

Where a course is accredited by a PSRB, full details of how the course meets external requirements, and what students are required to undertake, are included.

Accredited by the Chartered Management Institute (CMI).

All students successfully completing the four year sandwich Business Management award may be eligible to receive the Chartered Management Institute's Level 5 Diploma in Leadership and Management. Note that all mapped modules will need to be passed at the threshold level as a minimum as the CMI will not allow modules relevant to their award to be compensated.

Accredited by the Chartered Institute of Marketing (CIM).

Students must take either level 5 option OP219 "Purchasing and Supply" or MK291 "Design and Innovation". The level 6 placement project must be in marketing and at level 6 both modules MK328 "Marketing Communications" and MK327 "Marketing Planning and Strategy" must be taken. These students will be exempt on an APL basis from the CIM modules "Marketing" and "Integrated Communications" when taking the CIM Certificate in Professional Marketing and exempt from the module "Strategic Marketing" for the CIM Diploma in Professional Marketing and exempt from the modules "Marketing" and "Consumer Behaviour" for the CAM Diplomas in Digital Marketing.

### LEARNING AND TEACHING

#### Learning and teaching methods

This section sets out the primary learning and teaching methods, including total learning hours and any specific requirements in terms of practical/ clinical-based learning. The indicative list of learning and teaching methods includes information on the proportion of the course delivered by each method and details where a particular method relates to a particular element of the course.

All modules will involve a combination of taught sessions and guided independent study. For a typical module, approximately a quarter of the 200 hours comprises taught sessions (2 hours per week for a 20 credit module running throughout the year). The remainder is guided independent study (which includes all work for assessment e.g. coursework and examination preparation).

Values and philosophy: The course encompasses the underlying values of inclusivity, employability and sustainability with the aim of inculcating an underpinning of *Practical Wisdom* in the Business Graduates of the future. Students will encounter practical, real-life problems that will prepare them for the complexities of decision-making in a changing global business environment.

Students start level 4 with an induction programme where academic expectations are clarified so that students feel part of our academic community from day one. A team-building day is organised early in level 4 where students are part of groups which help integrate them and feel welcome within the student body. Each student is allocated a personal tutor who supports them throughout their degree advising them regarding choice of electives and building their skills portfolio.

Students with special needs are supported through individual Learning Support Plans. Texts, case

<sup>7</sup> Please refer to the QAA website for details.

studies and other teaching materials reflect the diverse cultural and geographic backgrounds of our student body.

The core assessment map offers diverse assessment methods compliant with PSRBs; students can make considered choices regarding assessment, with support from PTs, when planning their journey via the elective module options. Assessment criteria are available to students before each assignment and exam formats and typical content can be accessed through the Virtual Learning Environment (VLE).

Feedback is provided in a timely fashion in line with University policy, usually via the VLE, StudentCentral.

Formative assessments take a variety of forms. Predominantly, these are:

- Individual or group presentation including Dragons' Den-type events;
- Individual/group essay
- Group/individual report
- Mock examination (partial or complete)
- Online Q&A including tools such as Nearpod and Kahoot!

Feedback for presentations can take many forms including:

- verbal, direct from tutors
- peers in class, immediately after the presentation.

In some cases feedback may be presented later in written or oral form through the VLE.

Individual and group written work is uploaded to the VLE and feedback is provided in a timely fashion in line with University policy either verbally or orally using the designated feedback tools.

Mock examinations are marked by tutors or peer assessed against examiner guidance notes (e.g. past examination papers and guidance notes).

Innovative features of the course include opportunities for simulations, student-centred learning at all levels with the inclusion of problem-based learning, practical projects, virtual team-working and individual opportunities to personalise their learning journey.

The third year of the course is a compulsory, salaried work-placement year. Each student is supported by the *Employability Hub* with application, interview and assessment-centre practice. Students will apply theoretical and practical knowledge to a project which is submitted during their final year.

Further information on total learning hours and proportions of the course delivered by each method is available through UniStats

## ASSESSMENT

### Assessment methods

This section sets out the summative assessment methods on the course and includes details on where to find further information on the criteria used in assessing coursework. It also provides an assessment matrix which reflects the variety of modes of assessment, and the volume of assessment in the course.

*The information included in this section complements that found in the Key Information Set (KIS), with the programme specification providing further information about how the course is assessed.*

	BMwM		
	Practical	CW	Exam
Total	7	65	29

Level 4	0	63	38
Level 5	20	55	25
Level 6	0	77	23

The course contains some compulsory assessments not included in the breakdown provided on the KIS because they cannot be directly linked to credit. For example a pass/fail skills test included in one of the modules or as a course requirement. Full details of assessments within a module can be found on the University's VLE, student central.

The primary assessment methods (and proportions of the total assessment) based on the core modules for the course over all three levels are:

**Individual Reports, Essays and Projects:** demonstration of independent research skills, evaluation skills, analytical ability, project management and written communication skills.

**Group Reports and Projects:** demonstration of group research skills, group evaluation skills, group analytical ability, project management and collective written communication skills.

**Seminar based assessment:** demonstration of knowledge, analytical ability and verbal communication skills.

**Presentations:** demonstration of knowledge, understanding and verbal communication skills

**Examinations:** demonstration of knowledge, understanding and ability to apply knowledge.

**Other:** including reflective study, on-line tests

Course Learning Outcome	Assessment method	Module	Number of credits
Describe and define the internal structures, functions, operations and management of business, how they interrelate, and how they adapt to change	CW, Exam CW CW, practical CW, Exam	HR173 DB166 DB251 LW272	All 20
Relate how external factors, such as customer and market requirements, competition, national, international, economic, political, ethical, sociological, legal and technical influences, impact on business decisions	Exam, CW CW CW CW, Exam	EC163 DB166 EC221 LW272	All 20
Demonstrate a first-hand understanding of the workings of a key business/management function within an organisation through placement or similar work experience and of key challenges and opportunities it faces	CW, practical CW	DB251 DB319	All 20
Propose appropriate methods of measuring, analysing and	CW, exam CW	FN163 DB166	All 20



improving the financial operational performance of business	CW, practical	DB251	
Demonstrate awareness of the challenges of managing and developing people within organisations	CW, Exam CW CW	HR173 DB166 HR380	All 20
Critically appraise the development and implementation of different business strategies	CW CW, Exam	EC221 ST370	All 20
Recognize the importance and impact of a range of contemporary and pervasive issues such as sustainability, globalisation, corporate social responsibility, diversity, business innovation, creativity, enterprise development, knowledge management, risk management, and ethical, social and environmental concerns	Exam, CW CW CW, Exam CW CW, practical CW CW, Exam	EC163 EC221 MK187 DB166 DB251 EC221 ST370	All 20
Cognitive skills of critical thinking, analysis and synthesis. This includes the capability to identify assumptions, evaluate statements in terms of evidence, to detect false logic or reasoning, to identify implicit values, to define terms adequately and generalise appropriately		All Core modules	All 20
Effective problem solving and decision making using appropriate quantitative and qualitative skills including identifying, formulating and solving business problems	Exam, CW Exam, CW Exam CW, practical CW CW	FN163 MK187 OS101 DB251 EC221 DB319	All 20
The ability to critically appraise, evaluate and assess a range of options together with the capacity to create and apply ideas and knowledge to a range of situations	CW CW, practical CW	DB166 DB251 DB319	All 20
Effective verbal and written communication skills developed through a range of methods such as preparation and presentation of business reports		All core modules	All 20
Numeracy skills including the ability to manipulate, interpret and analyse gathered data and present findings in an appropriate format	Exam, CW Exam, CW CW CW	FN163 EC163 DB166 EC221	All 20
Effective management of time, resources and skills, with	CW CW, practical	DB166 DB251	All 20

particular emphasis on effective use of pooled resources in managing teams	CW CW, Exam	DB319 ST370	
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### SUPPORT AND INFORMATION

Institutional/ University	<p><b>All students benefit from:</b></p> <ul style="list-style-type: none"> <li>University induction week</li> <li>Student Handbook: the University and you</li> <li>Course Handbook</li> <li>Extensive library facilities</li> <li>Computer pool rooms (<b>indicate number of workstations by site</b>)</li> <li>E-mail address</li> <li>Welfare service</li> <li>Personal tutor for advice and guidance</li> </ul>
<p>Course-specific</p> <p>Additional support, specifically where courses have non-traditional patterns of delivery (e.g. distance learning and work-based learning) include:</p>	<p><b>In addition, students on this course benefit from:</b></p> <ul style="list-style-type: none"> <li>Please refer to information held in studentcentral.</li> <li>Beepurple</li> <li>ASK (online academic study kit)</li> <li>Sports and societies</li> <li>StudentCentral, the University intranet (VLE), a key portal for supporting both learning and welfare.</li> <li>Employability Hub</li> <li>Entrepreneur-in-residence</li> <li>Alumni Service</li> </ul>

### PART 3: COURSE SPECIFIC REGULATIONS

## COURSE STRUCTURE

This section includes an outline of the structure of the programme, including stages of study and progression points. Course Leaders may choose to include a structure diagram here.

BSc (Hons) Business Management with Marketing and Placement Year									
Level 4		Level 5				Level 6			
Core		Core		Options		Core		Options	
<b>EC163</b> Business Economics		<b>EC221</b> International Business Analysis				<b>HR380</b> Managing & Developing People			
<b>HR173</b> Organisational Behaviour & HRM		<b>DB251</b> Business Problem Solutions				<b>ST370</b> Business Strategy			
<b>MK187</b> Principles of Marketing		<b>MK285</b> Marketing & Responsibility				<b>DB319</b> Placement Project			
<b>FN163</b> Financial Knowledge & Skills for Business		<b>LW272</b> Law for Marketing					Specialist Research Elective <b>40</b> Credits		
							<b>OR</b>		
<b>OS101</b> Managing Systems & Operations			<b>Business Elective</b> 20 Credits					Specialist Elective <b>20</b> Credits	
								<b>AND</b>	
<b>DB166</b> Enterprise Project and Skills			<b>Marketing Elective</b> 20 Credits					Specialist Elective <b>20</b> Credits	
						Free Choice Elective <b>20</b> Credits			
120		120					120		

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<b>Modules</b>				
<b>Status:</b>				
M = Mandatory (modules which must be taken and passed to be eligible for the award)				
C = Compulsory (modules which must be taken to be eligible for the award)				
O = Optional (optional modules)				
A = Additional (modules which must be taken to be eligible for an award accredited by a professional, statutory or regulatory body, including any non-credit bearing modules)				
* <i>Optional modules listed are indicative only and may be subject to change, depending on timetabling and staff availability</i>				
<b>Level<sup>8</sup></b>	<b>Module code</b>	<b>Status</b>	<b>Module title</b>	<b>Credit</b>
4	EC163	C	Business Economics	20
4	MK187	C	Principles of Marketing	20
4	HR173	C	Organisational Behaviour & HRM	20
4	FN163	C	Financial Knowledge & Skills for Business	20
4	DB166	C	Enterprise Project and Skills	20
4	OS101	C	Managing Systems and Operations	20
5	EC221	C	International Business Analysis	20
5	LW272	C	Law for Marketing	20
5	DB251	C	Business Problem Solutions	20
5	MK285	C	Marketing and Responsibility	20
		O	Business Elective (20) + Marketing Elective (20)	40
			Compulsory Placement Year	
6	ST370	C	Business Strategy	20
6	HR380	C	Managing & Developing People	20
6	DB319	C	Placement Project	20
6		O	Business Elective (20) + Marketing Electives (40) OR Business Research Elective (40)	60 Or 40 And 20

<sup>8</sup> All modules have learning outcomes commensurate with the FHEQ levels 0, 4, 5, 6, 7 and 8. List the level which corresponds with the learning outcomes of each module.

**These are indicative lists of options – they are offered subject to demand and availability of resources**

**Level 5 Business Electives:**

OP215 ENVIRONMENTAL SUSTAINABILITY (20)  
CA270 CREATIVITY IN ENTERPRISE (20)  
OP219 PURCHASING AND SUPPLY (20)  
CA295 WORKING IN THE VOLUNTARY SECTOR (20)  
FN243 UNDERSTANDING FINANCE THEORY AND PRACTICE (20)  
EC224 ECONOMIC THEORY AND APPLICATIONS (20)  
FA266 PERSONAL FINANCIAL PLANNING (20)  
ML232 GAMIFICATION (20)  
OP240 OPERATIONS AND PROCESS MANAGEMENT (20)  
IT222 MANAGING SYSTEMS (20)  
IT282 DIGITAL MARKETING (20)  
OP282 BUSINESS OPERATIONS AND SYSTEMS (20)  
MK291 DESIGN AND INNOVATION

**Level 5 Marketing Electives:**

MK268 CONTENT, COPY & CREATIVE (20)  
MK291 DESIGN AND INNOVATION (20)

**Level 6 Electives:**

CA381 SMALL BUSINESS & ENTREPRENEURSHIP (20)  
CA382 SOCIAL ENTERPRISE: NEW BUSINESS PLANNING (20)  
EC364 GAME THEORY IN ECONOMICS, FINANCE & BUSINESS (20)  
EC381 FINANCIAL & CAPITAL MARKETS (20)  
EC382 GLOBALISATION & INTERNATIONAL MARKETS (20)  
EC383 BUSINESS ETHICS & CORPORATE SOCIAL RESPONSIBILITY (40) ®  
EC391 CONTEMPORARY ECONOMIC ISSUES (40) ®  
EC366 BEHAVIOURAL ECONOMICS (40) ®  
FA365 BUSINESS TAXATION (20)  
FN315 CURRENT ISSUES IN FINANCE (40) ®  
FN350 CORPORATE FINANCIAL MANAGEMENT (20)  
FN380 INTERNATIONAL FINANCE (20)  
FN381 FINANCIAL MANAGEMENT (20)  
HR325 UNDERSTANDING EMPLOYEE RELATIONS (20)  
HR315 EMPLOYEE SELECTION & DEVELOPMENT (20)  
HR375 RESEARCHING CONTEMPORARY ISSUES IN HRM (40) ®  
HR377 INTERNATIONAL HUMAN RESOURCE MANAGEMENT (20)  
HR388 HUMAN RESOURCE MANAGEMENT & ORGANISATIONAL CHANGE (20)  
IT382 DIGITAL MARKETING (20)  
IT383 INNOVATIONS IN E-BUSINESS & MOBILE COMMERCE(40) ®  
LANGUAGE (FRENCH/GERMAN/SPANISH) (20)  
LW369 EMPLOYMENT LAW (20)  
LW381 FAMILY LAW (20)

LW371 INTELLECTUAL PROPERTY LAW (20)  
LW368 HUMAN RIGHTS & BUSINESS (20)  
OP382 PROJECT AND EVENT MANAGEMENT (40) ®  
OS301 BIG DATA AND BUSINESS INTELLIGENCE (20)  
OS303 SEARCH ENGINE OPTIMISATION & CONTENT MARKETING MGT (20)  
ST374 CURRENT ISSUES IN STRATEGIC MANAGEMENT(40) ®

**Level 6 Marketing / Specialist Electives:**

MK321 RETAIL MARKETING AND DISTRIBUTION (20)  
MK328 MARKETING COMMUNICATIONS 1 & 2 (20)  
MK327 MARKETING PLANNING & STRATEGY (20)  
MK344 CONSUMER PSYCHOLOGY (20)  
MK382 SOCIAL MARKETING (40) ®  
MK388 CONTEMPORARY ISSUES IN MARKETING (40) ®  
MK390 MARKETING ACROSS CULTURES (20)

(® = Research Elective)

At Level 4, the curriculum is dictated absolutely by QAA benchmark subjects. These are synthesised in the module, Enterprise Project and Skills, DB166. At Level 5, students are given elective choice enabling some degree of specialisation depending on pathway. However, the synthesis here is achieved in the core module, Business Problem Solutions, DB251. At Level 6, where further specialisation is feasible across all routes, synthesis occurs in the core strategy modules, ST370 (4 year route). The new 40-credit research electives, additionally offer students subject-specific synthesis to demonstrate significant attainment at Bachelor level.

AWARD AND CLASSIFICATION							
Award type	Award*	Title	Level	Eligibility for award		Classification of award	
				Total credits <sup>9</sup>	Minimum credits <sup>10</sup>	Ratio of marks <sup>11</sup> :	Class of award
Final	BSc (Hons)	Business Management with Marketing and Placement Year	6	Total credit 360	Minimum credit at level of award 120	Levels 5 and 6 (25:75)	Honours degree
Intermediate	BSc	Business Management with Marketing and Placement Year	6	Total credit 300	Minimum credit at level of award 120	Levels 5 and 6 (25:75)	Select
Intermediate	DipHE	Business Management	5	Total credit 240 (including 120 at level 5)	Minimum credit at level of award 120	Level 5 marks	Select
Intermediate	CertHE	Business Management	4	Total credit 120 at Level 4	Minimum credit at level of award 120	Level 4 marks	Select
Select			Select	Total credit Select	Minimum credit at level of award Select	Select	Select
<b>*Foundation degrees only</b>							
Progression routes from award:							
<b>Award classifications</b>	<b>Mark/ band %</b>	<b>Foundation degree</b>		<b>Honours degree</b>		<b>Postgraduate<sup>12</sup> degree (excludes PGCE and BM BS)</b>	
	70% - 100%	Distinction		First (1)		Distinction	
	60% - 69.99%	Merit		Upper second (2:1)		Merit	
	50% - 59.99%	Pass		Lower second (2:2)		Pass	
	40% - 49.99%			Third (3)			

<sup>9</sup> Total number of credits required to be eligible for the award.

<sup>10</sup> Minimum number of credits required, at level of award, to be eligible for the award.

<sup>11</sup> Algorithm used to determine the classification of the final award (all marks are credit-weighted). For a Masters degree, the mark for the final element (e.g. dissertation) must be in the corresponding class of award.

<sup>12</sup> Refers to taught provision: PG Cert, PG Dip, Masters.

## EXAMINATION AND ASSESSMENT REGULATIONS

Please refer to the *Course Approval and Review Handbook* when completing this section.

**The examination and assessment regulations for the course should be in accordance with the *University's General Examination and Assessment Regulations for Taught Courses* (available from staffcentral or studentcentral).**

Specific regulations which **materially** affect assessment, progression and award on the course

e.g. Where referrals or repeat of modules are not permitted in line with the University's *General Examination and Assessment Regulations for Taught Courses*.

Exceptions required by PSRB

These require the approval of the Chair of the Academic Board