

## Course Specification

Course Summary Information			
1	<b>Course Title</b>		BA (Hons) Business (Marketing)
2	<b>BCU Course Code</b>	<b>UCAS Code</b>	US0838      NN15
3	<b>Awarding Institution</b>		Birmingham City University
4	<b>Teaching Institution(s)</b> (if different from point 3)		
5	<b>Professional Statutory or Regulatory Body (PSRB) accreditation</b> (if applicable)		

6	Course Description
	<p>Looking for a business marketing course in Birmingham? Our BA (Hons) Business (Marketing) degree offers the opportunity to take a year-long sandwich placement in industry.</p> <p>Our course will equip you with the practical skills and enterprising attributes, enabling you to make an immediate impact on business organisations. You will be able to develop a wide range of cognitive and intellectual skills, together with competencies specific to business and enterprise.</p> <p>The course will provide you with the opportunity to develop specialist marketing and business skills, and key transferable skills, all of which will help you stand out when it comes to securing employment.</p> <p><b>What's covered in the course?</b></p> <p>Your learning will embrace the development and operation of business markets, the management of key resources including human capital, financial management, strategic management and cultural awareness. In addition, you will gain an insight into digital business exploring how technology has remodelled the business world and reflect on the accompanying issues around social responsibility and ethical behaviour.</p> <p>Your course will foster your intellectual and ethical development and encourage your personal commitment to the socially useful purpose of becoming a business professional. It will also develop your core behaviours through learning activities that enable you to practise, exhibit and develop confidence in enterprise and entrepreneurship.</p> <p>After gaining a solid grounding in business functions, you will be able to specialise in our Business pathway for your next two years. BA (Hons) Business (Marketing) will equip you with the communicative, administrative and creative skills needed to make an impact in the marketing industry.</p>

<b>7</b>	<b>Course Awards</b>		
<b>7a</b>	<b>Name of Final Award</b>	<b>Level</b>	<b>Credits Awarded</b>
	Bachelor of Arts with Honours Business (Marketing)	6	360
<b>7b</b>	<b>Exit Awards and Credits Awarded</b>		
	Certificate of Higher Education Business (Marketing)	4	120
	Diploma of Higher Education Business (Marketing)	5	240
	Bachelor of Arts Business (Marketing)	6	300

<b>8</b>	<b>Derogation from the University Regulations</b>
	Not applicable

<b>9</b>	<b>Delivery Patterns</b>		
	<b>Mode(s) of Study</b>	<b>Location</b>	<b>Duration of Study</b>
	Full Time	City Centre	3 Years
	Sandwich	City Centre	4 Years
	Part Time	City Centre	5 Years*
			<b>Code</b>
			US0838
			US0838S
			US0839

\* If you study this course part-time, you will study modules alongside full-time students in daytime hours (not evenings or weekends). The duration of the course will depend on how many modules you take per year, and will be agreed before you commence your studies. To qualify as a PT student you cannot undertake more than 90 credits in any one year.

<b>10</b>	<b>Entry Requirements</b>
	The admission requirements for this course are stated on the course page of the BCU website at <a href="https://www.bcu.ac.uk/">https://www.bcu.ac.uk/</a> , or may be found by searching for the course entry profile located on the <a href="#">UCAS website</a> .

<b>11 Course Learning Outcomes</b>	
<b>1</b>	Demonstrate a critical understanding of theoretical knowledge of key academic theories and concepts in relation to business, as a preparation for employment, self-employment or postgraduate study.
<b>2</b>	Practically apply knowledge and skills in relation to the operation and systems of business organisations.
<b>3</b>	Synthesise the methodological, conceptual and practical knowledge you have acquired so as to be a capable business professional.
<b>4</b>	Understand and critically appraise contemporary issues and policy debates as they apply to business organisations and their operations within a digital and globalised society.
<b>5</b>	Demonstrate an ability to articulate, communicate and present business arguments to both specialist and non-specialist audiences.
<b>6</b>	Use acquired skills to act independently in constructing your own learning models, plan and undertake tasks, and accept accountability for your own learning decisions.
<b>7</b>	Demonstrate effective knowledge and understanding of the international context within which organisations operate, and apply this to the business organisation
<b>8</b>	Effectively apply your understanding of marketing to analyse and evaluate its interconnections with the other functional areas of business

**12 Course Requirements**
**12a Level 4:**

*In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):*

Module Code	Module Name	Credit Value
MKT4020	Professional Development	20
BUS4061	Business Foundations	20
MKT4015	Marketing Foundations	20
BUS4077	Essential Analysis for Business	20
BUS4010	Business Environment	20
MKT4016	Consumer Psychology	20

**Level 5:**

*In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):*

Module Code	Module Name	Credit Value
ACC5028	Business Operations	20
MAN5058	Applied Management	20
BUS5057	Contemporary Business: Practice and Solutions	20
MKT5026	Channel Management and Routes to Market	20
ACC5033	Accounting for Business	20

*In order to complete this course a student must successfully complete at least 20 credits for 40 credits from the following list of OPTIONAL modules.*

Module Code	Module Name	Credit Value
BUS5050	Creative Problem Solving	20
MKT5035	Event Management	20
MKT5025	Visual Communications for Marketers	20
MKT5036	Managing Behavioural Change	20
MKT5022	Marketing Communications Planning	20
MKT5027	Retail Operations	20
MKT5030	User Experience and Architecture	20

**Level 6:**

***In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):***

<b>Module Code</b>	<b>Module Name</b>	<b>Credit Value</b>
BUS6062	International Business	20
BUS6059	Integrative Business Research Project	40
BUS6061	e-Business	20
MKT6041	Strategic Marketing Management and Planning	20

***In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules.***

<b>Module Code</b>	<b>Module Name</b>	<b>Credit Value</b>
MKT6045	One Planet Business	20
MKT6044	Business Development	20
MKT6038	Contemporary Advertising	20
MKT6034	Cross Cultural Consumer Behaviour	20
MKT6042	Digital Enterprise	20
MKT6035	International Marketing Planning	20
MKT6039	Public Relations Planning and Corporate Reputation	20

## 12b Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

### Full Time Course Structure

Level 4 Induction – 2 weeks				
Level 4	S1	MKT4020: Professional Development (20 credits)	BUS4061: Business Foundations (20 credits)	MKT4015: Marketing Foundations (20 credits)
	S2	MKT4016: Consumer Psychology (20 credits)	BUS4010: Business Environment (20 credits)	BUS4077: Essential Analysis for Business (20 credits)
Level 5 Transition Programme - 2 weeks				
Level 5	S1	BUS5057: Contemporary Business: Practice and Solutions (20 credits)	MAN5058: Applied Management (20 credits)	ACC5028: Business Operations (20 credits)
		Optional International Exchange		
	S2	ACC5033: Accounting for Business (20 credits)	MKT5026: Channel Management and Routes to Market (20 credits)	OPTION (Marketing)
		Optional International Exchange		
Work Placement				
Level 6 Transition Programme - 2 weeks				
Level 6	S1	BUS6059: Integrative Business Research Project (40 credits)	MKT6041: Strategic Marketing Management and Planning (20 credits)	BUS6061: e-Business (20 credits)
	S2		BUS6062: International Business (20 credits)	OPTION

## Part Time Course Structure

Year 1	Semester 1	L4 Business Foundations (20 Credits)	
	Semester 2	L4 Business Environment (20 Credits)	L4 Essential Analysis for Business (20 Credits)
Year 2	Semester 1	L4 Professional Development (20 Credits)	L4 Marketing Foundations (20 Credits)
	Semester 2	L4 Consumer Psychology (20 Credits)	
Year 3	Semester 1	L5 Business Operations (20 Credits)	L5 Contemporary Business: Practice and Solutions (20 Credits)
	Semester 2	L5 Channel Management and Routes to Market (20 Credits)	L5 Accounting for Business (20 Credits)
Year 4	Semester 1	L5 Applied Management (20 Credits)	L6 Strategic Marketing Management and Planning (20 Credits)
	Semester 2	L5 Option (Marketing) (20 Credits)	L6 International Business (20 Credits)
Year 5	Semester 1	L6 e-Business (20 Credits)	L6 Integrative Business Research Project (40 Credits)
	Semester 2	L6 Option (20 Credits)	

### Level 5 Options

- Creative Problem Solving
- Event Management
- Channel Management and Routes to Market
- Visual Communications for Marketers
- Retail Operations
- Managing Behavioural Change
- User Experience and Architecture
- Study Abroad
- Marketing Communications Planning

### Level 6 Options

- One Planet Business
- Business Development
- Digital Enterprise
- Contemporary Advertising
- International Marketing Planning
- Public Relations Planning and Corporate Reputation
- Cross-Cultural Consumer Behaviour

## 13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

### Level 4

#### Workload

##### % time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	228
Directed Learning	169
Private Study	803
<b>Total Hours</b>	<b>1200</b>

#### Balance of Assessment

Assessment Mode	Percentage
Coursework	83%
Exam	10%
In-Person	7%

### Level 5

#### Workload

##### % time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	264
Directed Learning	264
Private Study	672
<b>Total Hours</b>	<b>1200</b>

#### Balance of Assessment

Assessment Mode	Percentage
Coursework	50%
Exam	45%
In-Person	5%



## Level 6

### Workload

**% time spent in timetabled teaching and learning activity**

<b>Activity</b>	<b>Number of Hours</b>
Scheduled Learning	228
Directed Learning	288
Private Study	684
<b>Total Hours</b>	1200

### Balance of Assessment

<b>Assessment Mode</b>	<b>Percentage</b>
Coursework	100%
Exam	0
In-Person	0