

Course Specification

Course Summary Information		
1	Course Title	MSc Management and Marketing
2	BCU Course Code	PT1617-02
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	The Chartered Management Institute (CMI)

6	Course Description
	<p>Do you want to study a Master's in marketing management in Birmingham? Our MSc Management and Marketing degree is accredited by the Chartered Management Institute (CMI).</p> <p>Our MSc Management and Marketing course teaches you the fundamental skills and attributes you need to become a successful manager and marketer. You will learn how to negotiate the challenges and issues that international businesses face, as well as having the option to learn how to become adept at marketing.</p> <p>You will experience working in internationally diverse, team-based projects, collaborating to deliver professional reports and presentations as part of module assessments. These assessments will reflect the professional practice of international management. Throughout the course, the course team will give you the support you need to realise your potential and we look forward to working with you to develop your knowledge, understanding and skills for the career of your choice.</p> <p>What's covered in the course?</p> <p>You will learn about the fundamental principles of business within a global context, principles that cover finance, operations, marketing and people management. This will enable you to develop key skills in leadership, managerial decision making and problem solving.</p> <p>In the second stage of your course, you will begin to develop your chosen specialist expertise. You will establish the importance and impact of efficient marketing, developing the skills and insights of a successful marketing manager. Customers are at the heart of every business, and marketing places you at the centre of corporate strategy and its application. You'll become knowledgeable in knowing how to make a company stand out from the competition, developing innovative brand and communications plans, while also developing skills in digital marketing in the final stage of the course.</p>

	<p>The final core Major Project module is tailored to your career aspirations. The module provides three project options - a work-based study route enabling you to relate the project to a current employer, or a 'consultancy project' option where you find a client who has a marketing problem that you feel you can solve; or a traditional dissertation involving both the theory and practice of marketing.</p> <p>Whatever route you choose, it will give you the opportunity to identify a topic and industry of your choice related to your specialist area of marketing, tailoring your degree to enhance your employability for your final chosen career destination. Previous projects have involved fashion branding, customer relationship management in the finance sector and customer loyalty within sports marketing.</p>
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7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Master of Science Management and Marketing	7	180
	Master of Science Management and Marketing with Professional Placement	7	240
7b	Exit Awards and Credits Awarded		
	Postgraduate Certificate Business Management	7	60
	Postgraduate Diploma Business Management	7	120

8	Variation from the University Regulations		
	Not applicable		

9	Delivery Patterns		
	Mode(s) of Study	Location(s) of Study	Duration of Study
	Full Time	City Centre	12 months
	Full Time (Professional Placement)	City Centre (and placement provider)	18 Months
			Code(s)
			PT1617-02
			PT1619-02

10	Entry Requirements		
	<p>The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/</p>		

11 Course Learning Outcomes	
Learning Outcomes – Knowledge & Understanding	
1	Apply knowledge and understanding of advanced theories, concepts and methods to the interdisciplinary challenges of business and management practice.
2	Examine and evaluate strategic and tactical business decisions in a variety of contexts and within their specialist discipline with a focus on sustainability and business ethics.
3	Appreciate the complexity and dynamics of business and management competences and capabilities that are enabled to respond appropriately to internal and external change.
4	Contribute effectively to identifying, developing and selecting appropriate solutions including digital solutions to solve business and management problems.
5	Implement critical awareness of the current key issues, challenges and practices in the field of business and management including digital business transformation.
6	Employ advanced research and critical enquiry to further develop their professional understanding of international business specialism to aid and inform business and management decision making.
Learning Outcomes – Key Skills	
7	Develop analytical skills necessary to investigate, understand and formulate solutions including digital solutions for management problems.
8	Think critically and creatively to synthesise, evaluate and organise their ideas and concepts and those of others.
9	Solve complex problems and make decisions in ambiguous and uncertain business and management environments.
10	Communicate and express evidence based ideas and arguments coherently and persuasively whilst effectively utilising relevant Communication Information and Digital Tools.
11	Develop personal effectiveness through self-management strategies and skills to meet business challenges.
12	Learn through reflection on practice (their own and others), from their experience and from feedback from others.
13	Describe and appreciate the importance of different communities of interest and networks, the role of negotiation, collaboration, ethics, technology and organisational culture and values and demonstrate empathy for resolution of conflict.
14	Execute essential skills in qualitative and quantitative research collecting, validating and interpreting data effectively utilising appropriate methodologies.
15	Lead projects and teams developing skills in task prioritisation, working to deadlines, dealing with risk and uncertainty, leading, organising, influencing and motivating others from diverse cultures and backgrounds, in a professional manner.

12	Course Requirements																														
12a	<p>Level 7:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 160 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>ACC7032</td> <td>Managerial Finance</td> <td>20</td> </tr> <tr> <td>BUS7076</td> <td>The Integrated Business</td> <td>20</td> </tr> <tr> <td>HRM7052</td> <td>Leadership Development</td> <td>20</td> </tr> <tr> <td>MAN7131</td> <td>International Strategic Management</td> <td>20</td> </tr> <tr> <td>BUS7095</td> <td>Business and Management Research Project</td> <td>60</td> </tr> <tr> <td>MKT7044</td> <td>Strategic Brand and Communications Management</td> <td>20</td> </tr> <tr> <td>MKT7043</td> <td>Digital Marketing Strategy</td> <td>20</td> </tr> </tbody> </table> <p>Level 6:</p> <p><i>In order to qualify for the award of MSc Management and Marketing with Professional Placement, a student must successfully complete Level 7 modules listed above, totalling 180 credits, as well as the following Level 6 module:</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>PLA6001</td> <td>Professional Placement</td> <td>60</td> </tr> </tbody> </table>	Module Code	Module Name	Credit Value	ACC7032	Managerial Finance	20	BUS7076	The Integrated Business	20	HRM7052	Leadership Development	20	MAN7131	International Strategic Management	20	BUS7095	Business and Management Research Project	60	MKT7044	Strategic Brand and Communications Management	20	MKT7043	Digital Marketing Strategy	20	Module Code	Module Name	Credit Value	PLA6001	Professional Placement	60
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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.

Level 7

SEMESTER ONE	SEMESTER TWO	SEMESTER THREE
Core ACC7032: Managerial Finance (20 credits) HRM7052: Leadership Development (20 credits) BUS7076: The Integrated Business (20 credits)	Core MAN7131: International Strategic Management (20 credits) MKT7044: Strategic Brand and Communications Management (20 credits) MKT7043: Digital Marketing Strategy (20 credits)	Core BUS7095 Business and Management Research Project
Optional N/A		Optional N/A

18 month Professional Placement course:

SEMESTER ONE	SEMESTER TWO	SEMESTER THREE	SEMESTER FOUR
Core ACC7032: Managerial Finance (20 credits) HRM7052: Leadership Development (20 credits) BUS7076: The Integrated Business (20 credits)	Core MAN7131: International Strategic Management (20 credits) MKT7044: Strategic Brand and Communications Management (20 credits) MKT7043: Digital Marketing Strategy (20 credits)	Core BUS7095 Business and Management Research Project (60 Credits)	PLA6001: Professional Placement (60 credits)

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 7

Workload

15% time spent in timetabled teaching and learning activity

Activity	Number of Hours*
Scheduled Learning	276
Directed Learning	176
Private Study	1348
Total Hours	1800

Balance of Assessment

Assessment Mode	Percentage*
Coursework	71.25%
Exam	
In-Person	28.75%

*Figures vary according to module options chosen.