

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Business with Marketing
2	BCU Course Code	US1491
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)	Chartered Management Institute (CMI)

6	Course Description
	<p>The success of any business lies in its ability to attract and retain its customers and clientele. Marketing, now more than ever, has the ability to identify opportunities, drive profits and enable businesses to stay relevant in a competitive and forever evolving modern marketplace. Being able to apply these marketing skills alongside a firm understanding of business operations will stand you in good stead for your future career.</p> <p>Our BA (Hons) Business with Marketing course enables you to develop a wide range of skills specific to both business and marketing disciplines and gain practical skills and enterprising attributes, ensuring you'll be able to make an immediate impact on businesses.</p> <p>Utilising innovative and experiential learning, you will develop expertise in areas such as business strategy, consumer behaviour and integrated marketing communications. The course also emphasises an entrepreneurial mindset, qualifying you to identify and capitalise on business opportunities while fostering innovative thinking for successful venture creation.</p> <p>Emerging technologies such as artificial intelligence and data analytics, employability and sustainability are fundamental to this course to prepare you for a career in the modern business environment. These skills, alongside the opportunity to obtain a digital passport of relevant certificates and accreditations, will allow you to be an innovative, agile and flexible businessperson able to make an impact in an ever-changing environment.</p> <p>What's covered in the course?</p> <p>The course gives you a solid grounding in the fundamentals of both business and marketing disciplines while also allowing you to choose areas you wish to specialise in through a series of optional modules. Some of the areas covered include the development and operation of business markets, business strategy and analytics, marketing principles, financial management, consumer behaviour and leadership.</p> <p>You will learn about the impact and importance of both business and marketing while also gaining a digital passport of certificates and accreditations that are highly valued across all industries. The course will prepare you for a wide array of career paths from large international corporations to small or medium sized enterprises and start-ups.</p> <p>In addition, you will gain an insight into digital business, exploring how the business world has evolved and uses emerging technology while reflecting on the accompanying issues around social responsibility and ethical behaviour.</p>

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7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Business with Marketing	6	360
	Bachelor of Arts with Honours Business with Marketing with Professional Placement Year	6	480
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Business Marketing	4	120
	Diploma of Higher Education Business with Marketing	5	240
	Bachelor of Arts Business with Marketing	6	300
	Bachelor of Arts Business with Marketing with Professional Placement Year	6	420

8	Variations from the University Regulations
	This course has approved variations to the University's Academic Regulations. These can be accessed via the student contract page: https://www.bcu.ac.uk/student-info/student-contract

9	Delivery Patterns			
	Mode(s) of Study	Location	Duration of Study	Code
	Full Time	City Centre	3 Years	US1491
	Full Time with Professional Placement	City Centre (and placement provider)	4 Years	US1120-02
	Part Time	City Centre	6 Years	US1492

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

11	Course Aims
	<ul style="list-style-type: none"> Equip students with a robust understanding of core business principles, marketing strategies, and entrepreneurial skills. Develop expertise in areas such as business strategy, consumer behaviour, contemporary Global Management, and integrated marketing communications. Develop proficiency in business analytics, enabling students to interpret data-driven insights and leverage analytical tools for strategic decision-making. Prepare graduates to engage confidently with diverse stakeholders and lead projects across various organizational contexts. Position students to navigate international markets and thrive in multicultural environments, ensuring their success as adaptable marketing professionals and business leaders.

12	Course Learning Outcomes:
	Knowledge and Understanding: On successful completion of the BA (Hons) Business with Marketing course you will be able to:

K1	Evaluate the theoretical knowledge of key academic theories and concepts in relation to business and marketing, as a preparation for employment, self-employment or postgraduate study.
K2	Synthesise the methodological, conceptual and practical knowledge you have acquired throughout this course so as to be a capable business and/or marketing professional.
K3	Appraise contemporary issues and policy debates as they apply to business organisations and their operations within a digital and globalised society.
K4	Develop a critical understanding of ethical and responsible management practices
K5	Critically evaluate and formulate research-based arguments and develop creative and innovative solutions to business and marketing issues.
	Skills and Other Attributes: On successful completion of the BA (Hons) Business with Marketing course, you will have acquired skills in the following areas, with the ability to:
T1	Practice transferrable skills in relation to different functional areas of businesses.
T2	Analyse, critique, articulate, and communicate business arguments to both specialist and non-specialist audiences.
T3	Act independently in planning tasks, making decisions, and accepting accountability for your learning
T4	Analyse the global context within which organisations operate, and apply this to businesses and their marketing strategies
T5	Apply your understanding of marketing to analyse and evaluate its interconnections with the other functional areas of business
T6	Exhibit employability and entrepreneurial skills that will underpin careers in business and marketing

13	Course Level Outcomes
	This degree course will progress you through level learning outcomes detailed below to ensure that you meet the benchmarks set out in the latest Quality Assurance Agency for Higher Education (QAA) subject benchmark for Business and Management standards as well as the overall course learning outcomes detailed.
	<i>Upon completion of Level 4 / the Certificate of Higher Education, students will be able to:</i>
1	Articulate knowledge and understanding of the major theories, principles, and concepts of business, data analytics, entrepreneurship, and marketing.
2	Illustrate familiarity with the operational aspects of business and marketing.
3	Acquire key transferable skills essential to a career in business and marketing.
4	Articulate acquired knowledge and transferable skills in the global business environment.
	<i>Upon completion of Level 5 / the Diploma of Higher Education, students will be able to:</i>
1	Differentiate a range of business and marketing strategies.
2	Execute operational and entrepreneurial knowledge and skills in a business context.
3	Apply a range of analytical techniques for critical analysis of business scenarios and apply the findings for problem-solving.
4	Effectively communicate and present information, arguments, and analysis in a variety of forms.
	<i>Upon completion of 60 credits at Level 6 / the Bachelors Degree, students will be able to:</i>
1	Interpret business and marketing knowledge, understanding, and skills to identify solutions to both defined and uncertain business problems.
2	Compose and construct evidence-based arguments to communicate the nature of business problems and their solutions.
3	Apply professional skills in contexts where the scope of the task and the criteria for decisions are generally well defined, but where some personal responsibility and initiative is required.
4	Utilise professional and academic skills to develop and justify compelling business solutions.

14	Course Learning, Teaching and Assessment Strategy
	<p>The BA Business with Marketing course aligns to the college mission to ‘...<i>inspire creativity and innovative mindsets that provides sustainable solutions to communities and the wider world</i>’ and its vision to embed digital, entrepreneurial, and employability skills and experiential learning in our curriculum. The course also aligns to the university strategy 2030 strategic pillars of (1) developing talent for tomorrow by providing students studying on the course with transformative, inspiring and inclusive educational experience that equips them with the skills they need to be successful, and (2) powering prosperity by working in with our local and regional businesses and by leveraging on STEAM house to drive innovation, growth and productivity.</p> <p>The BA Business with Marketing course adopts an integrated approach to learning, teaching, and assessment designed to cultivate a deep understanding of business, marketing, entrepreneurship, and business analytics. The learning strategy emphasizes an engaging and student-centered approach, combining lectures, seminars, workshops, and practical activities. Students will benefit from interactive lectures to explore theoretical concepts, while seminars and workshops provide opportunities to apply and discuss these ideas in real-world contexts. Case studies, live projects, simulations, and collaborative group work allow students to engage in experiential learning, fostering problem-solving, critical thinking, and teamwork.</p> <p>The teaching strategy is supported by a blend of digital tools and traditional learning, utilizing industry guest speakers, digital marketing simulations, and business analytics platforms to create immersive learning experiences. Additionally, the course emphasizes one-to-one tutoring, mentoring, and personalized feedback to enhance individual development and support</p>

students in achieving their learning goals. A focus on real-world industry engagement, through internships and project-based partnerships, ensures that students gain practical and employable skills alongside theoretical knowledge.

The assessment strategy is diverse, with a mix of formative and summative assessments designed to reflect the multifaceted nature of the business and marketing disciplines. Assessments may include written assignments, case study analyses, group projects, presentations, digital marketing campaigns, business plans, and reflective reports. Business analytics proficiency is tested through data interpretation exercises, reports, and presentations that emphasize analytical decision-making. The course encourages ongoing feedback through peer reviews, tutorials, and self-reflection to promote continuous improvement. By combining rigorous academic evaluation with practical application, this strategy ensures that students graduate with the skills, knowledge, and confidence to excel as marketing and business professionals in a dynamic global market.

15 Course Requirements

15a 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
BUS4094	Fundamentals of Business	20
MKT4030	Marketing Principles and Practice	20
MAN4049	Introduction to Data Analytics and AI	20
BUS4095	Entrepreneurial Thinking	20
MKT4029	Digital Marketing Principles	20
ACC4034	Finance for Managers	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
MAN5108	Data Analytics and AI in Practice	20
BUS5093	Contemporary Global Management	20
MKT5054	Consumer Behaviour	20
BUS5075	Business Strategy	20
BUS5090	Entrepreneurial Feasibility	20

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

Module Code	Module Name	Credit Value
BUS5091	Legal Issues for Business	20
MAN5110	Sustainable Supply Chain Management and Logistics	20
MKT5055	Integrated Marketing Communications	20

In order to qualify for the award of BA (Hons) Business with Marketing with Professional Placement Year a student must successfully complete the following module:

Module Code	Module Name	Credit Value
PPY5001	Professional Placement Year	120

Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 80 credits):

Module Code	Module Name	Credit Value
MAN6083	Management Project	40
MKT6059	Marketing Strategy and Planning	20
BUS6062	International Business	20

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

Module Code	Module Name	Credit Value
MAN6080	Event Binding and Legal Contracts	20
MAN6084	Practical Applications of AI in Business	20
MKT6057	Customer Relationship Management	20
BUS6086	Business Models for Digital Economy	20
MKT6061	Sales and Channel Management	20
MAN6085	Strategic Supply Chain Management	20

15b	Structure Diagram
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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

SEMESTER ONE	SEMESTER TWO
Core BUS4094 Fundamentals of Business (20 credits) MAN4049 Introduction to Data Analytics and AI (20 credits) MKT4030 Marketing Principles and Practice (20 credits)	Core ACC4034 Finance for Managers (20 credits) BUS4095 Entrepreneurial Thinking (20 credits) MKT4029 Digital Marketing Principles (20 credits)

Level 5

Core BUS5093: Contemporary Global Management (20 credits) MAN5108: Data Analytics and AI in Practice (20 credits) MKT5054: Consumer Behaviour (20 credits)	Core BUS5075: Business Strategy (20 credits) BUS5090: Entrepreneurial Feasibility (20 credits)
Optional N/A	Optional BUS5091: Legal Issues in Businesses (20 credits) MAN5110: Sustainable Supply Chain Logistics (20 credits) MKT5055: Integrated Marketing Communications (20 credits)

Level 6

<p>Core</p> <p>MAN6083 Management Project (40 credits)</p> <p>MKT6059 Marketing Strategy and Planning (20 credits)</p>	<p>Core</p> <p>MAN6083 Management Project (40 credits)</p> <p>BUS6062 International Business (20 credits)</p>
<p>Optional</p> <p>MAN6080 Event Binding and Legal Contracts (20 credits)</p> <p>MAN6084 Practical Applications of AI in Business (20 credits)</p> <p>MKT6057 Customer Relationship Management (20 credits)</p>	<p>Optional</p> <p>BUS6086 Business Models for Digital Economy (20 credits)</p> <p>MKT6061 Sales and Channel Management (20 credits)</p> <p>MAN6085 Strategic Supply Chain Management (20 credits)</p>

16 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

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	360
Private Study	624
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	53%
Exam	33%
In-Person	14%

* Core modules only, balance of assessment will vary depending on optional module choice

Level 5
Workload



18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	360
Private Study	624
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	28%
Exam	20%
In-Person	52%

* Core modules only, balance of assessment will vary depending on optional module choice

Level 6
Workload

17% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	198
Directed Learning	252
Private Study	750
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0%
In-Person	0%

* Core modules only, balance of assessment will vary depending on optional module choice