

1. Qualification BA (HONS)	2. Programme Title Business Management (MARKETING)	3. UCAS Code N500 BA/BMkt	4. Programme Type Modular – Single Full and part time																																
<p>5. Main Purposes and Distinctive Features of the Programme</p> <ul style="list-style-type: none"> To develop focussed multi-disciplinary knowledge and understanding of Business Management and Marketing To provide the opportunity to develop knowledge and understanding of Business Management in a Marketing context. To develop skills necessary for investigation of Business Management and Marketing problems. To develop transferable skills for use in the workplace. To develop a positive disposition towards, and the skills for, lifelong learning. Through Personal Development Planning (PDP), to develop the skills to plan for personal, educational and career development. <p>Special Features</p> <ul style="list-style-type: none"> Opportunity to enhance career prospects. Opportunity to apply knowledge gained in work situations. Opportunity to choose either the Project or an Investigative Study at Level 3. 																																			
<p>6. What a graduate should know and be able to do on completion of the programme</p> <p>To gain the qualification the learner will have demonstrated:</p> <ul style="list-style-type: none"> Subject knowledge and understanding Cognitive skills Discipline-related practical and professional skills and Other general skills and capabilities (e.g. key/transferable/common) as specified in the learning objectives/outcomes for approved modules in the programme. Further details of module outcomes can be found in the programme document. 																																			
<p>Knowledge and understanding in the context of the subject(s)</p> <p>i) Understand fundamental marketing, business and management concepts, principles and techniques.</p> <p>ii) Awareness of the major theoretical and practical aspects central to the various disciplines.</p> <p>iii) Understand the relationship between the various disciplines involved.</p> <p>iv) Develop an understanding of the limitations of the body of knowledge with regard to business.</p> <p>Cognitive skills in the context of the subject(s)</p> <p>i) The capacity for critical reasoning and analysis.ii) Synthesis of data/information and interpretation of findings.iii) Application of concepts.</p> <p>iv) Identification and solving of problems.</p> <p>v) Discrimination between and evaluation of theories.</p> <p>vi) Plan, conduct and report a piece of original research based on student work experience.</p>		<p>Subject-specific practical/professional skills</p> <p>i) Competence in use of quantitative and qualitative research methods.</p> <p>ii) Communicating in a manner expected of a business professional.</p> <p>iii) Application of current knowledge, skills, techniques and commercial awareness expected of a business professional.</p> <p>iv) Appraise own needs for academic, personal and professional development and make recommendations (Personal Development Planning).</p> <p>Other skills (e.g. key/transferable) developed in subject or other contexts</p> <p>i) Capacity to learn and investigate.ii) Communicate effectively both orally and in writing.iii) Numerical and quantitative skills appropriate for business use.</p> <p>iv) Ability to work independently or as part of a team.</p> <p>v) Competent in the use of information technology.</p> <p>vi) Skills to plan for personal, educational and career development</p>																																	
<p>7. Qualities, Skills & Capabilities Profile</p> <p>The education and training goals of the programme seek to develop and demonstrate the following qualities, skills, capabilities and values in its graduates.</p>																																			
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<p>8. Duration and Structure of Programme/Modes of Study/Credit Volume of Study Units</p> <p>(3 Years full-time; 4½-5 years part-time). Honours Degree = 360 credits; Intermediate Awards of Diploma of Higher Education and Certificate of Higher Education available at 240 and 120 credits respectively. All Honours degrees must include the study of 120 credits at Level H3/(HE6).</p>																																			
<p>Part II Students take a minimum of 6 (Joint-Jt), 10 (Single-S) Modules</p>																																			
	Core Modules	If taking Investigative Study, students choose one	Project (40 credits)																																

HE6 Honours Modules	<ul style="list-style-type: none"> - Marketing Management - Strategic Management - Project or Investigative Study - Contemporary Management Issues - Marketing Strategy or Buying Behaviour 	further option from any option group below <ul style="list-style-type: none"> - Accountancy - Business Management - HRM - Languages - Law - Marketing - Tourism 	
HE5 Honours Modules	<ul style="list-style-type: none"> - Research Methods - Work Experience - Managing Organisational Behaviour -Marketing Communications -International Marketing -Managing Finance 		
Part 1 Students take 2 (Minor), 3 (Joint), 4 (Major), 5 (Single) Modules			
HE4 Honours Modules	<ul style="list-style-type: none"> - Business Finance- Business Environment- Managing People -Principles of Marketing -Introduction to Services Marketing - Management Skills and Personal Development (all modes) or Language module. 	Language options: <ul style="list-style-type: none"> - French Level 1 to 4 - German Level 1 to 4 - Spanish Level 1 to 4 	
<p>9. Learning, Teaching and Assessment Strategy</p> <p>Learning and Teaching Methods A range of teaching and learning methods will be used: Lectures, Seminars, Tutorials, Case Study Analysis, IT Practicals, and Supported Self Study.</p> <p>Assessment Methods Assessment is linked to the learning outcomes of each module. Assessment methods will include: assignments, reports, case study analysis, both open and closed book examinations and a Project.</p> <p>Assessment Classification System The pass mark for individual assessments is 40%, however, if any assessment for a module achieve a mark of at least 35% but the overall mean mark exceeds 40%, this will be regarded as a pass mark overall. Final degree classification will be based on 30% weighting of H2/(HE5) and 70% of H3/(HE6).</p> <p>Honours Classification Bands 70%- above First Class 60-69% Upper Second Class 50-59% Lower Second Class 40-49% Third Class 35-39% Borderline Fail Below 35% Clear Fail</p>		<p>10. Other Information (including compliance with relevant University policies)</p> <p>Date programme first offered September 2008</p> <p>Admissions Criteria Standard Requirements</p> <ul style="list-style-type: none"> • Normally 5 GCSE/GCE passes (including English) with 2 GCE A/AS level passes with 220 UCAS points or • Vocational Certificate of Education (VCE) double award with 220 points (C,D), or • Edexcel/BTEC National Diploma/Certificate, with an average of Merits, or • Other equivalent qualifications, such as Scottish Higher passes, the Irish Leaving Certificate or International Baccalaureate • Holders of a relevant HND/C will be considered for exemption from part 1 and direct entry into part II to study an appropriate number of modules to 'top-up' their qualification to a degree <p>Non Standard Entry</p> <ul style="list-style-type: none"> • Pass in a Kite-marked Access to Higher Education course, relevant work experience, and over 21 years. • Mature student evaluation may include an interview and /or a diagnostic test <p>Indicators of Quality and Standards External Examiner monitoring Benchmarking with similar programmes National benchmark standards</p>	