

Programme Specification

BA (Hons) Business and Marketing

Date of Publication to Students: 2012/13

NOTE: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes advantage of the learning opportunities that are provided. More detail on the specific learning outcomes, indicative content and the teaching, learning and assessment methods of each module can be found (1) at <http://www.bcu.ac.uk/business-school/courses.html>, (2) in the Module Specifications and (3) in the Student Handbook.

The accuracy of the information contained in this document is reviewed by the University and may be checked within independent review processes undertaken by the Quality Assurance Agency.

Awarding Institution / Body:	Birmingham City University
Teaching Institution:	Birmingham City University
Interim Awards and Final Award:	Cert He / Dip HE / BA / BA (Hons)
Programme Title:	BA (Hons) Business and Marketing
Main fields of Study:	Business and Marketing
Modes of Study:	3 years FT and 4 years S/W
Language of Study:	English
UCAS Code:	NN15
JACS Code:	NN15

Relevant subject benchmark statements and other external reference points used to inform programme outcomes:

QAA General business and management benchmark

University Teaching and Learning Strategy

Faculty Teaching and Learning Strategy

Faculty Mission Statement

Programme philosophy and aims

Explain the overall approach adopted by the programme and how it leads to the aims shown below

For Business:

The distinctive themed approach to the Business pathway is designed to prepare students for the wide variety of activities, functions, professional skills and the powerful critical awareness that careers in today's business demand. Students are offered the opportunity to develop a broad base of business knowledge, a range of essential personal competencies and a comprehensive understanding of both the individual within an organisation and the organisation within its environment that will help to equip them for employment in large and small organisations, or setting up their own business

For Marketing:

A marketing orientation is now recognised as an essential pre-requisite for success as many organisations seek to develop a sustainable competitive advantage. Organisations who have traditionally focussed on customer acquisition are adopting increasingly sophisticated customer satisfaction and retention strategies. The value of a marketing orientation is enhanced as increased customer sophistication and ever more aggressive competition impacts upon organisations across all business sectors. The study of Marketing is therefore a valuable component of any Business degree programme.

The aims of the programme are to:

Provide students with:

- The opportunity to develop a theoretical understanding of generic theories relating to the conduct and environment of business.
- Experiential learning in the application of theory in conduct of business.
- A context in which to explore the connections and integration of subject specialisms into the wider world of business.
- Tasks and challenges that develop key transferable skills essential to a career in business.
- To develop an in-depth understanding of marketing theory.
- To enable students to apply marketing theory in a variety of business situations.
- To critically evaluate dynamic marketing situations which require cross-functional business solutions.
- To facilitate the development of key transferable skills, essential to a career in business and marketing management.

Intended learning outcomes and the means by which they are achieved and demonstrated:

Learning Outcomes¹

A. Knowledge and Understanding of:

1. The external environment and internal structure of businesses.
2. A range of models and theories, which seek to support understanding of business.
3. The holistic nature of an organisation and the challenges created by the need to meet goals in a multi discipline environment.
4. The importance of teamwork, individual contribution and human interaction in the operation of organisations.
5. The complex impacts of international, social, cultural and economic issues and developments on the success and operation of businesses.
6. The business environment in which organisations operate.
7. Influences on customer behaviour and the interaction between organisations and customers.
8. The marketing communications process applied to a variety of stakeholders.
9. The development of marketing plans and strategies within UK, service, retail and international contexts.
10. The importance of product and service quality in delivering brand value.
11. The role of marketing research.

B. The ability to:

1. Analyse and critically evaluate business models, principles and concepts.
2. Access, interpret and use information from a variety of sources to solve business challenges and problems.
3. Analyse multi factor situations and synthesise information to solve complex business problems.
4. Apply organisational and creative skills to develop business ideas
5. Construct strategic plans for a variety of organisations.
6. Design and implement marketing research activity.
7. Develop brand strategies.
8. Construct strategic plans for a variety of organisations.

C. The skills necessary to

1. Design observation and data collection activities to support creation of activity models and simulations for business and marketing situations.

¹ Guidance on the specification of learning outcomes is available from the Centre for the Enhancement of Learning and Teaching.

2. Analyse operational situations and devise approaches that may improve performance of the business organisation.
3. Generate ideas for new business activity and evaluate the feasibility of those ideas.
4. Develop detailed plans for business start up with appropriate specification of qualitative and quantitative aspects of the chosen business.
5. Evaluate the business environment and make judgements as to how business activity might be adjusted to respond to those changes.
6. Act independently in constructing own learning models, plan and undertake tasks, and accept accountability for own learning decisions.
7. Identify accurately those issues which require research, and apply appropriate methodologies using a variety of sources.

D. Deploy the following transferable skills:

1. Communicate in writing appropriate for specific academic and professional audiences.
2. Reference all source materials consistently and accurately using the Harvard referencing system.
3. Present effectively for specific academic and professional audiences.
4. Productively use appropriate information and communications technology.
5. Work independently.
6. Numerical skills.
7. Problem solving skills
8. Research skills and the use of modern online electronic sources and databases.
9. Work with, and relate effectively to, others.
10. Manage time and prioritise workloads.
11. Show confidence and self-awareness, reflect on own learning, be self-reliant and constructively self-critical.

Learning teaching, and assessment methods used

The application of key concepts during lectures and workshops and explored further during seminars and self-directed study. Case studies are used to explore concepts applied to real-world scenarios. Experiential learning is encouraged via project-based assignments. Analysis, synthesis and evaluation are developed as themes throughout the programme.

A wide variety of assessment approaches are used across the programme. These include portfolios, articles, business reports, presentations, projects and examinations (case-based, open-book and closed-book).

Programme structure and requirements, levels, modules, credits and awards

The structure of the course, the modules, levels and credit values, and the awards which can be gained are shown in the diagram below.

Business and Marketing Full Time Structure Diagram

Level 4 CertHE

Autumn	Accounting and Finance (30)	Economic Environment (15)	Marketing Fundamentals (30)	Managing Organisations People and Self (30)
Spring		New Venture Creation (15)		

Level 5 DipHe

Autumn	Creative Problem Solving (15)	Business Logistics and Operations (15)	Marketing Research (15)	Managing the Brand (30)
Spring	The Business Entrepreneur (15)	Contemporary Business Issues (15)	MAPR Practice Project (15)	

Level 6 - Ordinary and Honours Degree

Autumn	Marketing Strategy and Planning (30) (Core)	Making sense of organisations or Project/ Dissertation*	Marketing Option or project/ dissertation*	Marketing Option or project/ dissertation*
Spring		Business Operations and Systems or Project/ Dissertation*	Marketing Option or project/ dissertation*	Marketing Option or project/ dissertation*

Level 6 – Options

Autumn Term (All 15 Credits)	Spring Term Two (All 15 Credits)
Sustainable Marketing	Social Marketing
Digital Marketing Strategy	Creative Industries Marketing
Global Marketing	Relationship Marketing
PR Planning	Contemporary Advertising
Modules that run across both terms-only one can be chosen*	
Business Start Up Project (30 credits) or	
Management Consultancy Project (30 credits) or	
Dissertation (30 credits)	

Business and Marketing Sandwich Structure Diagram

Level 4 CertHE

Autumn	Accounting and Finance (30)	Economic Environment (15)	Marketing Fundamentals (30)	Managing Organisations People and Self (30)
Spring		New Venture Creation (15)		

Level 5 DipHe

Autumn	Creative Problem Solving (15)	Business Logistics and Operations (15)	Marketing Research (15)	Managing the Brand (30)
Spring	The Business Entrepreneur (15)	Contemporary Business Issues (15)	MAPR Practice Project (15)	

PLACEMENT YEAR

Level 6 - Ordinary and Honours Degree

Autumn	Marketing Strategy and Planning (30) (Core)	Placement Project (30 credits)	Option	Option
Spring			Option	Option

Level 6 – Option modules worth a total of 60 credits should be chosen from the following:

Autumn Term (All 15 Credits)	Spring Term Two (All 15 Credits)
Sustainable Marketing	Social Marketing
Digital Marketing Strategy	Creative Industries Marketing
Global Marketing	Relationship Marketing
PR Planning	Contemporary Advertising
Making sense of organisations	Business Operations and Systems

Support for Learning including Personal Development Planning (PDP)

Students will receive assistance for their own development through co-curriculum activities including dedicated study weeks and extended induction programmes. They are encouraged to identify and, with guidance, to reflect on their own learning needs and are offered the following support as appropriate to meet those needs:

- Course Administrators.
- Departmental Undergraduate Coordinator for academic support.
- Personal Tutors for academic and personal support and guidance.
- Module tutors and module coordinators are available for individual student support and guidance.
- Academic study skills from Learner Support tutors.
- Business English support from CELT.
- Placements Office.
- Student services including Careers, Disability Services, Health and Child Care, Financial advice and Counselling Services.

To increase the employability of our graduates, co-curriculum activities will be implemented utilising the Future Proof Graduates Employability Skills Framework as a method of benchmarking the skills needed.

Criteria for admission

Candidates must satisfy the general admissions requirements of the programme, which are as follows:

Normally, a minimum offer of 280 points, with a minimum of 2 subjects at A2 level, two 6-unit or one 12-unit VCE. (Any) remaining points may be made up with AS qualifications.

International Baccalaureate 32 points, including internationally accredited Foundation courses.

Students whose first language is not English must also have an English Language qualification such as IELTS score of 6.0 average (minimum of 5.5 in each band) or TOEFL (minimum score 550).

Satisfactory completion of a full-time Foundation Course of an appropriate type.

Qualifications must include a minimum of 5 GCSEs at grade C or above. These must include Mathematics and English language or an equivalent qualification.

All non-UK students are required to take the BCU English Language Diagnostic Assessment on arrival at Birmingham City University.

The programme welcomes applications from mature students and from students with business experience. Each application is considered on its individual merit.

Methods for evaluation and enhancement of quality and standards including listening and responding to views of students

All Business School degrees are subject to a range of quality assurance and enhancement procedures. A full review of the programme is conducted every five years, by a panel of internal and external experts. Within these five-year periods internal annual monitoring of the operation of the programme is undertaken.

The programme is subject to a number of mechanisms to ensure academic standards. All awards and assessments are subject to a rigorous system of internal marking and moderation, and to the approval of a team of external examiners who ensure that awards are comparable with those made by other universities.

Student feedback on their experience is sought in a number of ways. A Board of Studies comprising academic staff teaching on the programme and student representatives meets at least once each term and is supplemented by course representative meetings. Students are also asked to complete module feedback questionnaires, and random samples of them are asked to participate in the University's annual student satisfaction survey. Final year students are encouraged to participate in the National Student Survey (NSS). Actions taken to address issues raised by students through these various mechanisms are discussed in the Board of Studies and in annual monitoring reports.