

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Business with Marketing
2	BCU Course Code	US1118-02
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)	

6	Course Description
	<p>Looking for a business marketing course in Birmingham? Our BA (Hons) Business with Marketing degree offers the opportunity to take a year-long sandwich placement in industry. The course upholds the values of the principles for responsible management education (PRME) defined by the United Nation. It aims to educate future business leaders for a sustainable future.</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>You will be working with academics with specialist knowledge and industry practitioners while studying with us. Our supportive and empowering learning environment will further facilitate your learning journey by providing additional through learning mentors and study buddies. 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>What's covered in the course?</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 with Marketing will equip you with the communicative, administrative and creative skills needed to make an impact in the marketing industry.</p>

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	Derogation from the University Regulations		
	None		

9	Delivery Patterns		
	Mode(s) of Study	Location	Duration of Study
	Full Time	City Centre	3 Years
	Full Time with Professional Placement	City Centre (and placement provider)	4 Years
	Part Time	City Centre	5 Years

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/, or may be found by searching for the course entry profile located on the UCAS website.</p>		

11a	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.
	Level 4 - Theoretical Underpinning
1	Articulate knowledge and understanding of the major theories, principles, and concepts of business 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.
	Level 5 – Professional Practice emphasis
1	Differentiate a range of business and marketing strategies.
2	Execute operational 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.
	Level 6 – Strategic Focus
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.

11b	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	Practice self-regulating attributes to uphold the values of responsible management education.
K5	Utilise discipline based knowledge, understanding and skills to critically evaluate and formulate evidence-based arguments and identify solutions to both defined and uncertain business and marketing problems.
	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 knowledge and skills in relation to the operation and marketing of business organisations.
T2	Articulate, communicate and present business arguments to both specialist and non-specialist audiences.
T3	Synthesise acquired skills to act independently in constructing your own learning models, plan and undertake tasks, and accept accountability for your own learning decisions.
T4	Utilise effective knowledge and understanding of the international context within which organisations operate, and apply this to the business organisation and their marketing strategy.
T5	Apply your understanding of marketing to analyse and evaluate its interconnections with the other functional areas of business

12	Course Requirements																																																									
12a	<p>Level 4: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MKT4XXX</td><td>Developing Your Personal Brand</td><td>20</td></tr><tr><td>BUS4XXX</td><td>Business Foundations</td><td>20</td></tr><tr><td>MKT4XXX</td><td>Principles of Marketing</td><td>20</td></tr><tr><td>BUS4XXX</td><td>Essential Analysis for Business</td><td>20</td></tr><tr><td>BUS4XXX</td><td>Business Environment</td><td>20</td></tr><tr><td>MKT4XXX</td><td>Consumer Behaviour</td><td>20</td></tr></table> <p>Level 5: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>BUS5XXX</td><td>Business Analytics</td><td>20</td></tr><tr><td>BUS5XXX</td><td>Business Strategy</td><td>20</td></tr><tr><td>BUS5XXX</td><td>Dynamic Business issues and Solutions</td><td>20</td></tr><tr><td>ACC5XXX</td><td>Accounting for Business</td><td>20</td></tr><tr><td>MKT5XXX</td><td>Routes to Market</td><td>20</td></tr></table> <p><i>In order to complete this course a student must successfully complete at least 20 credits from the following list of OPTIONAL modules.</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>BUS5XXX</td><td>Creative Problem Solving</td><td>20</td></tr><tr><td>MAN5XXX</td><td>Live Event Experiences</td><td>20</td></tr><tr><td>ACC5XXX</td><td>Study Abroad</td><td>20</td></tr></table> <p><i>In order to qualify for the award of BA (Hons) Business Management with Marketing with Professional Placement Year a student must successfully complete the following module:</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>PLA5XXX</td><td>Professional Placement Year</td><td>120</td></tr></table>	Module Code	Module Name	Credit Value	MKT4XXX	Developing Your Personal Brand	20	BUS4XXX	Business Foundations	20	MKT4XXX	Principles of Marketing	20	BUS4XXX	Essential Analysis for Business	20	BUS4XXX	Business Environment	20	MKT4XXX	Consumer Behaviour	20	Module Code	Module Name	Credit Value	BUS5XXX	Business Analytics	20	BUS5XXX	Business Strategy	20	BUS5XXX	Dynamic Business issues and Solutions	20	ACC5XXX	Accounting for Business	20	MKT5XXX	Routes to Market	20	Module Code	Module Name	Credit Value	BUS5XXX	Creative Problem Solving	20	MAN5XXX	Live Event Experiences	20	ACC5XXX	Study Abroad	20	Module Code	Module Name	Credit Value	PLA5XXX	Professional Placement Year	120
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Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 60 credits):

Module Code	Module Name	Credit Value
BUS6062	International Business	20
BUS6061	e-Business	20
MKT6041	Marketing Strategy and Leadership	20

In order to complete this course a student must choose ONE of the following optional project routes (totalling 40 credits):

Module Code	Project Routes	Credit Value
BUS6XXX	Business Advice Project (Major)	40
BUS6XXX	Business Research Project (Major)	40
BUS6XXX	Business Start-Up Project (Major)	40
BUS6XXX	Community Advice Project (Major)	40
BUS6XXX	Employability Project (Major)	40
QME6XXX	Economics Research Project (Major)	40
BUS6XXX + BUS6XXX	Business Research Methodology and Practice + Business Research Project	20 20
BUS6XXX + BUS6XXX	Business Research Methodology and Practice + Business Start-Up Project	20 20
BUS6XXX + BUS6XXX	Business Research Methodology and Practice + Community Advice Project	20 20

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

Module Code	Module Name	Credit Value
MKT6XXX	One Planet Business	20
MKT6XXX	Selling and Sales Management	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	S1	MKT4XXX: Developing Your Personal Brand (20 credits)	BUS4XXX: Business Foundations (20 credits)	MKT4XXX: Principles of Marketing (20 credits)
	S2	MKT4XXX: Consumer Behaviour (20 credits)	BUS4XXX: Business Environment (20 credits)	BUS4XXX: Essential Analysis for Business (20 credits)
Level 5	S1	BUS5XXX: Dynamic Business issues and Solutions (20 credits)	BUS5XXX Business Strategy (20 credits)	BUS5XXX: Business Analytics (20 credits)
	S2	ACC5XXX: Accounting for Business (20 credits)	MKT5XXX: Routes to Market (20 credits)	OPTION (20 credit)
		Optional International Exchange		
Level 6	S1	Business Project Route (40 credits / 20/20 credits) (choose from options below)	MKT6XXX: Marketing Strategy and Leadership (20 credits)	BUS6XXX:e-Business (20 credits)
	S2		BUS6XXX: International Business (20 credits)	OPTION (20 credits)

Full Time with Professional Placement Course Structure

Level 4	S1	MKT4XXX: Developing Your Personal Brand (20 credits)	BUS4XXX: Business Foundations (20 credits)	MKT4XXX: Principles of Marketing (20 credits)
	S2	MKT4XXX: Consumer Behaviour (20 credits)	BUS4XXX: Business Environment (20 credits)	BUS4XXX: Essential Analysis for Business (20 credits)
Level 5	S1	BUS5XXX: Dynamic Business issues and Solutions (20 credits)	BUS5XXX Business Strategy (20 credits)	BUS5XXX: Business Analytics (20 credits)
	S2	ACC5XXX: Accounting for Business (20 credits)	MKT5XXX: Routes to Market (20 credits)	OPTION (20 credit)
		Optional International Exchange		
	PLA5XXX: Professional Placement Year			
Level 6	S1	Business Project Route (40 credits / 20/20 credits) (choose from options below)	MKT6XXX: Marketing Strategy and Leadership (20 credits)	BUS6XXX:e-Business (20 credits)
	S2		BUS6XXX: International Business (20 credits)	OPTION (20 credits)

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 Developing Your Personal Brand (20 Credits)	L4 Principles of Marketing (20 Credits)
	Semester 2	L4 Consumer Psychology (20 Credits)	
Year 3	Semester 1	L5 Business Analytics (20 Credits)	L5 Dynamic Business issues and Solutions (20 Credits)
	Semester 2	L5 Routes to Market (20 Credits)	L5 Accounting for Business (20 Credits)
Year 4	Semester 1	L5 Business strategy (20 Credits)	L6 Marketing Strategy and Leadership (20 Credits)
	Semester 2	L5 Option (Marketing) (20 Credits)	L6 International Business (20 Credits)
Year 5	Semester 1	L6 e-Business (20 Credits)	Business Project Route (40 credits / 20/20 credits) <i>(choose from options below)</i>
	Semester 2	L6 Option (20 Credits)	

Level 5 Options

- Creative Problem Solving
- Live Event Experiences

Level 6 Options

- One Planet Business
- Selling and Sales Management

Business Project Routes

	Route 1	Route 2	Route 3	Route 4	Route 5	Route 6	Route 7
S1	Business Advice Project (Major) (40 credits)	Business Research Project (Major) (40 credits)	Business Start-Up Project (Major) (40 credits)	Community Advice Project (Major) (40 credits)	Employability Project (Major) (40 credits)	Economics Research Project (Major) (40 credits)	Business Research Methodology and Practice (20 credits)
S2							Business Research Project (20 credits) or Business Start-up Project (20 credits) or Community Advice Project (20 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 4 Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	228
Directed Learning	169
Private Study	803
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	85%
Exam	0%
In-Person	15%

Level 5 Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	264
Directed Learning	264
Private Study	672
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	85%
Exam	10%
In-Person	5%

Level 6
Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	228
Directed Learning	288
Private Study	684
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	86%
Exam	7%
In-Person	7%