

31/10/13

## **2013/14 Programme Structure**

### **BA (Hons) Business and Marketing (Single Honours)**

(BUSAMKT)

**Duration:** 3 years full-time / 6 years part-time  
**Total credit rating:** 360

#### **Level 4** – Please see Business and Marketing Programme

BMM 4402	Business Economics	Sem 1	20 credits
BMM 4412	Management & Organisational Behaviour	Sem 1	20 credits
BMM 4422	Marketing Fundamentals	Sem 1	20 credits
BMM 4432	Operations Management	Sem 2	20 credits
BMM 4442	Management & Financial Accounting	Sem 2	20 credits
BMM 4452	Professional Development & Placement	Sem 1&2	20 credits

International students (with IELTS levels below 6.5) are required to take the following module instead of BMM5402 (PDP2):

BMM 4462	English for Academic Purposes 1	Sem 1& 2	20 credits
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#### **Level 5**

Progression requirements: 120 credits from Level 4.

**Core:** Candidates are required to take:

BMM 5402	Professional Development & Placement 2	Sem 1&2	20 credits
BMM 5412	Financial Management	Sem 1	20 credits
BMM 5422	Legal Issues for Management	Sem 2	20 credits
BMM 5562	Marketing Communications	Sem 2	20 credits
BMM 5442	e-Business & e-Marketing	Sem 2	20 credits
BMM 5292	Services Marketing	Sem 2	20 credits

International students (with IELTS levels below 6.5) are required to take the following module instead of BMM5402 (PDP2):

BMM 5302	English for Academic Purposes 2	Sem 1& 2	20 credits
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Entry in or after 2013/14: 120 credits from Levels 4 and 5, or equivalent.

#### **Level 6** – with effect from September 2014

Progression requirements: 120 credits from Level 4 and 120 credits from Level 5.

**Core:** Candidates are required to take:

BMM 6242	Marketing Strategy & Planning	Sem 1	20 credits
BMM 6422	Business & Management Strategy	Sem 1	20 credits
BMM 6412	Introduction to Research	Sem 1	20 credits

and are required to choose 20 credits from:

BMM 6442	Research Project	Sem 1&2	20 credits
BMM 6452	Professional Learning through Work	Sem 1&2	20 credits

and are required to choose 40 credits from:

BMM 6302	Entrepreneurship and Creativity	Sem 2	20 credits
BMM 6462	Business Ethics	Sem 2	20 credits
BMM 6482	Leadership	Sem 2	20 credits
BMM 6472	International Management	Sem 2	20 credits
BMM 6502	International Marketing	Sem 2	20 credits