

BA (Hons) Business and Marketing (Single Honours)

(BUSAMKT)

Duration:	3 years full-time / 6 years part-time
Total credit rating:	360
Code:	N1N5
Award:	BA (Hons) 360 credits
Subsidiary awards:	DipHE 240 credits CertHE 120 credits

Level 4 – Please see Business and Marketing Programme

BMM 4402	Business Economics	Sem 2	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 1	20 credits
BMM 4452	Professional Development & Placement	Sem 1&2	20 credits
BMM 4000	Programme Level Assessment	Sem 1&2	0 credits

Level 5

Progression requirements: 120 credits from Level 4, including a Pass in BMM4000;

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 1	20 credits
BMM 5562	Marketing Communications	Sem 2	20 credits
BMM 5582	Business Research	Sem 2	20 credits
BMM 5292	Services Marketing	Sem 2	20 credits

Level 6

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 6582	e-business and e-marketing	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 1 & 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
BMM 6552	Financial Reporting	Sem 2	20 credits