

## PROGRAMME SPECIFICATION

### 1. General information

<b>Awarding body / institution</b>	<b>Leeds Trinity University</b>
<b>Teaching institution</b>	<b>Leeds Trinity University</b>
<b>Professional accreditation body</b>	n/a
<b>Final award</b>	<b>BA (Hons) [Single Honours]</b>
<b>Title of programme</b>	<b>Business and Marketing</b>
<b>Subsidiary awards</b>	<b>Cert HE, Dip HE, BA [Ordinary]]</b>
<b>In the case of a Scheme of Study, the other Scheme(s) with which it may be combined</b>	n/a
<b>Duration and mode(s) of study</b>	<b>3 years full-time / 6 years part-time</b>
<b>Start date (this version)</b>	<b>September 2012</b>
<b>Periodic review next due</b>	<b>AY 2016/17</b>
<b>UCAS course code &amp; code name</b>	<b>NN15 BABUSMKSH</b>
<b>Venue(s)</b>	–

### 2. Aims of the programme

<b>Rationale and general aims</b>
<p>The <b>rationale</b> of the Business and Marketing Single Honours programme is to provide the essential knowledge and understanding, skills and experience required for graduates to operate effectively and successfully in a <b><u>marketing role within a business environment</u></b>.</p> <p><b>General aims:</b></p> <ol style="list-style-type: none"> <li>1. To develop a sound understanding of the development, strategy and operations of businesses as organisations and the associated <b><u>marketing functions</u></b>.</li> <li>2. To develop a sound understanding of the impact and influence of the external environment and internal requirements on the <b><u>marketing operations of business organisations</u></b>.</li> <li>3. To engage students with the <b><u>theoretical approaches used in the study of the marketing</u></b> of business organisations.</li> <li>4. To develop intellectual skills of critical analysis, evaluation, synthesis, hypothesis formulation and testing and problem solving.</li> <li>5. To develop confidence and competence in oral and written communication utilising appropriate register and the effective application of ICT.</li> <li>6. To develop study skills and enthusiasm for learning including the ability to work effectively both independently and as part of a team.</li> </ol>

7. To develop the necessary knowledge, skills and experience to work effectively in a **marketing function** within a business organisation.

3. Student learning outcomes of the programme

**Learning outcomes in terms of:**

- **knowledge and understanding (K)**
- **intellectual / cognitive / 'thinking' skills (I)**
- **physical skills specific to the subject (P)**
- **key / transferable skills (T)**

The 'K1', etc codes are used in section 7c) and module descriptors to refer to each of these learning outcomes.

On successful completion of the BA (Hons) Business and Marketing programme students will be able to:

**Knowledge and understanding (K)**

- demonstrate knowledge and understanding of the external environment of marketing, including legal and ethical frameworks, and how this affects the business, as well as the development and the operation of economies and markets for resources, goods and services (K1);
- demonstrate knowledge and understanding of the nature, purposes, structures, governance and activities of business and marketing organisations including individual behaviour, team management and corporate cultures (K2);
- demonstrate knowledge and understanding of key functional specialisms such as marketing, finance, accounting and operations (K3);
- demonstrate knowledge and understanding of the importance of customer needs, services and relations, as well orientation to marketing function and business (K4);
- demonstrate knowledge and understanding of business and marketing strategies formulation within a changing environment and how to meet stakeholder interests (K5);

**Intellectual / cognitive / 'thinking' skills (I)**

- collect, order, analyse and evaluate quantitative and qualitative information and data (I1);
- use critical thinking, analysis and synthesis to identify assumptions, evaluate statements, question logic and reasoning and identify implicit values (I2);
- make informed choices in areas of ethical behaviour, social responsibility and equal opportunities practice as they apply to business and people management (I3);
- demonstrate effective problem solving and decision making abilities using appropriate quantitative and qualitative skills (I4);

**Key / transferable skills (T)**

- communicate effectively and appropriately both orally and in writing using the range of media typically used in business and management including the preparation of reports and presentations (T1);
- apply numerical and quantitative skills to the solution of business and management problems (T2);
- use ICT effectively (T3);
- apply effective self-management skills and qualities including planning, time management, initiative and enterprise (T4);
- demonstrate a capacity for autonomous learning including being reflective, adaptive and collaborative (T5);
- demonstrate effective performance as part of a team utilising interpersonal and group working skills and exercising leadership (T6);
- demonstrate an appropriate degree of self-awareness, openness and sensitivity to diversity in terms of people, cultures and business and management issues (T7).

See also the generic objectives set out in section 4 below.

**Statement of congruence with the relevant published subject benchmark statements**  
*(including appropriate references to the FHEQ and any PSRB requirements)*

The aims, objectives and learning outcomes of the programme are consistent with the General Business and Management benchmark statement. In this programme there is particular emphasis on knowledge relevant to sections 3.4, 3.5 and 3.6 of the statement. The pattern of core and core preference modules facilitates good coverage of the material in section 3.7.

4. Learning outcomes for subsidiary award(s)

<b>Guidance</b>	
<p>The assessment strategy is designed so that each of these outcomes is addressed by more than one module at Level 4.</p>	<p><b>Generic learning outcomes for the award of <u>Certificate of Higher Education</u>:</b></p> <p>On successful completion of at least 100 credits, students will have demonstrated an ability to:</p> <ul style="list-style-type: none"> <li>i) interpret and evaluate data appropriate to the discipline;</li> <li>ii) make sound judgements in accordance with basic disciplinary theories and concepts;</li> <li>iii) evaluate the appropriateness of different approaches to solving problems within the discipline;</li> <li>iv) communicate the results of their work coherently;</li> </ul> <p>and will have had specific opportunities to display transferable skills relevant to employment related to the discipline.</p>
<p>The assessment strategy is designed so that each of these outcomes is addressed by more than one module over Levels 4 &amp; 5.</p>	<p><b>Generic learning outcomes for the award of <u>Diploma of Higher Education</u>:</b></p> <p>On successful completion of at least 200 credits, students will have demonstrated, <b>in addition to the outcomes for a Certificate</b>:</p> <ul style="list-style-type: none"> <li>i) critical understanding of disciplinary principles;</li> <li>ii) application of concepts outside their initial context;</li> <li>iii) use of a range disciplinary techniques;</li> <li>iv) proficient communication of the results of their work;</li> </ul> <p>and will have had the opportunity to develop transferable skills relevant to employment related to the discipline including successful completion of at least one professional placement or school based training component.</p>
<p>The assessment strategy is designed so</p>	<p><b>Generic learning outcomes for the award of an <u>Ordinary Degree</u>:</b></p>

<p>that each of these outcomes is addressed by more than one module over Levels 4, 5 &amp; 6.</p>	<p>On successful completion of at least 260 credits, students will have demonstrated, <b>in addition to the outcomes for a Diploma:</b></p> <ul style="list-style-type: none"> <li>i) an ability to make flexible use of disciplinary concepts and techniques;</li> <li>ii) critical evaluation of approaches to solving problems in a disciplinary context;</li> <li>iii) an ability to work autonomously within a structured learning experience;</li> <li>iv) effective communication of the results of their work in a variety of forms;</li> </ul> <p>and will have had the opportunity to develop transferable skills relevant to employment related to the discipline including successful completion of two professional placements or school-based training placements.</p>
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## 5. Content

<p><b>Summary of content by theme</b> (providing a 'vertical' view through the programme)</p>
<p>The BA (Hons) Business &amp; Marketing programme provides the essential knowledge and understanding, skills and experience required for graduates to operate effectively and successfully in a business environment. Core areas of the programme focus on the marketing function, the understanding of economics, management and operations, as well as external context, including legal and ethical issues. Core modules also provide knowledge relating to e-business, e-marketing, marketing communications, service marketing and marketing strategy.</p> <p>Integrated within the study of the subject material of core modules is the development of IT and intellectual skills related to the analysis of qualitative and quantitative information, critical thinking and problem-solving. A range of employability skills are developed and practised, including effective communication, numerical proficiency, ICT applications, self-management, autonomous learning and team-working.</p> <p>The learning outcomes of the programme match those set out in the UK QAA subject benchmark statement for Business and Management subjects, tailored to a marketing context. This provision correlates with the requirements of the marketing function as it provides a solid foundation in all key areas of business and management together with integral strategic view. It also enables the performance of a broad range of marketing roles and is fully in line with the professional external requirements of such internationally recognised professional organisations as the UK Chartered Institute of Marketing (CIM).</p> <p>Those interested in enhancing their professional credentials will be well equipped to progress through accelerated route into professional qualifications (Chartered Marketeer status) or benefit from further professional development and networking opportunities through CIM membership at the appropriate level, which will enhance their graduate employability in line with LTUC institutional aims.</p> <p>Equally, students will benefit from the focus on the issues of <i>Marketing Communications</i>, <i>Service Marketing</i>, <i>Marketing Strategy &amp; Planning</i> and <i>International Marketing</i>, which covers all major areas of this profession.</p>

The programme starts at Level 4 from building foundations of *Business Economics, Management and Financial Accounting* and *Marketing Fundamentals*. Core modules of *Managerial & Organisational Behaviour* and *Operations Management* introduce the importance of people management in the context of business and marketing operations. *Professional Development & Placement 1*, which incorporates both personal (academic, information retrieval, self-management, etc.) and professional (team working, communication, employability, etc.) skills, concludes with a period of professional work placement to provide experience of the practical application of business and marketing skills and knowledge in an actual workplace environment, including volunteering options, and includes the creation of personal development and career plan.

Level 5 provides on-going study of intermediate level knowledge of *Financial Management*. A core module also secures knowledge relating to a range of *Legal Issues for Managers*: business, corporate and employment laws, as well as relevant legal and regulatory issues. The *Marketing Communications* and *Service Marketing* modules are focused on a spectrum of elements of the marketing communications mix and their effectiveness, within today's marketing environment and explore similarities and differences between service and manufacturing sectors marketing.

Integrated within the study of the subject material of core modules is further development and practice of appropriate subject specific, intellectual and transferable skills already introduced at Level 4. Thus, for example, *Financial Management* will further develop ICT skills, quantitative skills and problem-solving skills.

Following *Professional Development and Placement 2*, a second period of professional work placement at Level 5 provides further experience of the practical application of business and marketing skills and knowledge in an actual work place environment, including volunteering options. In addition to a job and organisational analysis, similar to that conducted at Level 4, the Level 5 includes an employability focused job-market study, confirming personal career choice (selected LTUC programme) and objectives, which culminates in a fully developed career plan.

At Level 6 core modules provide advanced level knowledge of *Business & Management Strategy, Marketing Strategy & Planning*, and **21<sup>st</sup> century E-business & E-marketing techniques** which have an integrative role and are based on all previous studies, as well as business-oriented research methods – *Introduction to Research* module. This enables and prepares students for the design and execution of a *Research Project*. Alternatively students can take an option of *Professional Learning through Work*, if appropriate agreement has been gained (they need to negotiate the topic with their placement provider / potential employer and their supervisor).

At Level 6 the flexibility of choosing 2 out of 5 options allows students to make the focus on international business (*International Marketing* and *International Management* modules), responsible business and marketing (*Business Ethics* and *Entrepreneurship, Creativity & Innovation*), leading marketing and business teams (*Leadership* and *International Management*) or any other depending on their interests.

All of these advanced studies at Level 6 enhance the development of transferable skills embodying an appropriate degree of self-awareness, planning and autonomous learning. In particular the *Research Project* module develops skills in the design, conduct and evaluation of full cycle small scale research of a business issue.

## 6. Structure

### BA (Hons) Business & Marketing

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

Please refer to section 8 and the Prospectus for entry requirements.

#### **Level 4** – with effect from September 2012

Candidates are required to take:

BMM 4402	Business Economics	Sem 2	20 credits
BMM 4412	Management & Organisational Behaviour	Sem 1	20 credits
BMM 4422	<b>Marketing Fundamentals</b>	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 1	Sem 1&2	20 credits
BMM 4000	Programme Level Assessment		

International students (with IELTS levels below 6.5) are required to take the following module instead of BMM4452 (PDP1):

~~BMM 4462 English for Academic Purposes 1 Sem 1& 2 20 credits~~

#### **Level 5** – with effect from September 2013

Progression requirements: 120 credits from Level 4.

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

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

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

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

Candidates are required to take:

BMM 6242	Marketing Strategy & Planning	<b>Sem 1</b>	20 credits
BMM 6422	Business & Management Strategy	Sem 1	20 credits
BMM 6582	e-business & e-marketing	Sem 1	20 credits

Candidates 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

Candidates 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
<b>BMM 6552</b>	<b>Financial Reporting</b>	<b>Sem 2</b>	<b>20 credits</b>

**Programme Level Assessment:** Level 4 students in AY2015/16 will study modules worth 120 credits and at the end of the year will also take a Programme Level Assessment (PLA). This takes place over the three weeks and brings together the skills and knowledge you have developed across all of the modules studied. The PLA is marked on a Pass/Fail basis and you must achieve a pass in the PLA to pass the first year and progress into Level 5 (also see the section on Taught Course Academic Regulations).

## 7. Learning, teaching and assessment

### 7a) Statement of the strategy for learning, teaching and assessment for the programme

The programme focuses on essential business and management knowledge acquisition at Level 4, more detailed and specific business and management subject knowledge acquisition and application at Level 5 and advanced and specialised knowledge of business and marketing strategy, corporate sustainability and independent study at Level 6.

At Level 4 transferable skills such as those used for communication, quantitative work, ICT and employability skills are emphasised. At Level 5 transferable skills continue to be practised in addition to the development of subject specific context of a range of intellectual skills including analysis and problem solving. At Level 6 the emphasis is on the application of higher level intellectual skills including critical thinking, analysis, evaluation, synthesis and hypothesis formulation and are further developed relating to the design and conduct of research. Level 6 subject studies include the development of intellectual skills to equip students to make informed choices relating to considerations of ethics, social responsibility and sustainability together with an appreciation of moral awareness and sensitivity to diversity.

Gaining appropriate experience in an actual work situation to allow the application of knowledge and the practice and development of skills is essential for the business and management programme. Two periods of structured professional work placement are integrated into the programme at Level 4 and 5 for this purpose and can be followed up with a *Professional Learning through Work* project at Level 6. Throughout the programme all students will receive learning support and guidance from an individually assigned Progress Tutor including assistance in the completion of a personal development plan and career plan.

Learning will be supported with the structured delivery of subject material in, mainly, 3-hour teaching sessions which combine lectures and workshops where learning can be consolidated through group activity and class-based exercises. In particular at Level 4 the emphasis on transferable skills acquisition will enable autonomous learning to develop early in the programme. This mode of learning will become increasingly important as students progress from Level 4 to Level 6. All students will engage in research project at Level 6. If students are able to obtain the required permissions they may also conduct their research project in cooperation with an identified organisation via the *Professional Learning through Work* module. It is envisaged that students may develop effective contacts to facilitate this through their Level 4 and 5 work placements. At Level 5 experiential and active learning are important elements in the development of vocational knowledge and understanding. To meet this requirement applied exercises, case studies, role-play, practical workshops, management games, business simulation, group and project work form part of the teaching strategy of the programme.

To facilitate the progression of students into a marketing career there will be a focus on inviting qualified and active marketing and business practitioners and entrepreneurs as guest speakers, visiting lecturers and mentors to students as appropriate.

A wide range of assessment modes is used to allow students to demonstrate their level of knowledge understanding and skills proficiency. Taught modules are usually assessed by two elements and include: examination papers; individual presentations; personal development plans; essays; case studies; reports and group projects. As students progress from Level 4 to 6 assessments will require the demonstration of appropriate levels of subject knowledge and understanding, subject specific skills, intellectual skills and the effective use of transferable skills. In particular assessment will focus on the appropriate development of higher level intellectual skills

including critical thinking, analysis, evaluation, synthesis, and hypothesis formulation within the context of specific subject material.



## 7b) Module details

Module number and name	Learning and teaching methods <small>These must be easily classifiable into the three KIS categories.</small>	Assessment				Teaching staff <small>(Module co-ordinator shown as first name, in bold script)</small>	Venue <small>(if not College premises)</small>
		Component form <small>Each must be easily classifiable into one of the three KIS categories.</small>	Magnitude <small>(eg. 2,000 words or 2 hours)</small>	Weighting and/or Pass/Fail	Timing <small>(Semester &amp; indicative teaching week)</small>		
<b>Level 4</b>							
BMM 4402 Business Economics	Lectures, tutorials and workshops	3 online quizzes Report	30 minutes each 2,500 words	3 x 10% 70%	Mid-semester 2 End of Semester 2	<b>Hurol Ozcan</b>	
BMM 4412 Management and Organisational Behaviour	Lectures/ workshops and tutorials	<b>Portfolio</b>	<b>4,000 words</b>	<b>100%</b>	<b>Throughout Sem 1</b>	<b>Emma Roberts</b>	
<b>BMM 4422</b> <b>Marketing Fundamentals</b>	Lectures, tutorials/case study work and break-out sessions	7 online quizzes Coursework report	30 minutes each 2,000 words	7 x 5% 65%	Weeks 4-10 End of Semester 1	<b>Nick Beaton</b>	
BMM 4432 Operations Management	Lectures and tutorials	4 online multiple choice tests	45 minutes each (3 hours total)	4 x 25%	Throughout Semester 2	<b>Denis Kobzev</b>	
BMM 4442 Management and Financial Accounting	Lectures and tutorials	Written examination	3 hours	100%	End of Semester 1	<b>Andy Gilliland</b>	
BMM 4452 PDP 1	Lectures/workshops, individual tutorials and placement	Portfolio <b>Directed Activities</b>  Placement Reflective Report	<b>3,000 words</b> <b>n/a</b>  <b>7 weeks</b> <b>1000 word equivalent</b>	<b>70%</b> <b>10%</b>  Pass/fail <b>20%</b>	End of Semester 2 <b>During teaching block</b> May-June After placement	<b>Emma Roberts</b> Hurol Ozcan	Placement in the host organisation

Module number and name	Learning and teaching methods <small>These must be easily classifiable into the three KIS categories.</small>	Assessment				Teaching staff <small>(Module co-ordinator shown as first name, in bold script)</small>	Venue <small>(if not College premises)</small>
		Component form <small>Each must be easily classifiable into one of the three KIS categories.</small>	Magnitude <small>(eg. 2,000 words or 2 hours)</small>	Weighting and/or Pass/Fail	Timing <small>(Semester &amp; indicative teaching week)</small>		
BMM 4462 English for Academic Purposes 1  <b>WITHDRAWN</b>	Workshops and seminars	Portfolio 1 (5 essays + learning log + 3 pieces of reflective writing) Portfolio 2 (5 essays + learning log + 3 pieces of reflective writing) Oral presentation Report	1,500 words + reflective log + 750 words  1,500 words + reflective log + 750 words  10-15 minutes 2,000 words	All Pass/fail	During and end of Semester 1  During and end of Semester 2  End of Semester 2 End of Semester 2	<b>Helen Barnes</b>	
BMM 4000 Programme Level Assessment							
<b>Level 5</b>							
<b>BMM 5292 Services Marketing</b>	Lectures, workshops and individual tutorials	6 on-line quizzes Case study report	30 min 2,500 words	6 x 5% 70%	Weeks 5-10 End of semester	<b>Nick Beaton</b> tbc	
BMM 5402 PDP 2	Lectures/workshops, individual tutorials and placement	Portfolio  Placement Report	1,500 words  6 weeks 3,500 words	30%  Pass/fail 70%	End of Semester 1 Jan-Feb After placement	<b>Emma Roberts</b> Hurol Ozcan	Placement in the host organisation
BMM 5412 Financial Management	Lectures and tutorials	Written exam	3 hours	100%	End of Semester 1	<b>Andy Gilliland</b>	
BMM 5422 Law in Business Context	Lectures and workshops/ tutorials	Essay Unseen examination	2,000 words 2 hours	50% 50%	End of Semester 1 End of Semester 1	<b>Andy Gilliland</b>	
BMM 5582 Business Research	Lectures/workshops and individual tutorials	Research portfolio Poster presentation	3,000 words A3	80% 20%	End of Semester 2 End of Semester 2	<b>Emma Roberts</b> BMM team	

Module number and name	Learning and teaching methods <small>These must be easily classifiable into the three KIS categories.</small>	Assessment				Teaching staff <small>(Module co-ordinator shown as first name, in bold script)</small>	Venue <small>(if not College premises)</small>
		Component form <small>Each must be easily classifiable into one of the three KIS categories.</small>	Magnitude <small>(eg. 2,000 words or 2 hours)</small>	Weighting and/or Pass/Fail	Timing <small>(Semester &amp; indicative teaching week)</small>		
<b>BMM 5562 Marketing Communications</b>	Lectures, workshops and tutorial	Group presentation Individual report	40 minutes 2,000 words	40% 60%	2nd half of module End of module	<b>Nick Beaton</b> <b>Mark Seabright</b>	
BMM 5302 English for Academic Purposes 2  <b>WITHDRAWN</b>	Workshops and seminars	Portfolio (5 elements)  Presentation	4,000 words  5-7 minutes	80%  20%	During & end of semester 2 End of semester 2	<b>Helen Barnes</b>	

Level 6							
<b>BMM 6242 Marketing Strategy &amp; Planning</b>	Lectures, tutorials and break-out sessions	4 on-line scenario based activities Individual Presentation Marketing Plan	30 min each 15 min 3,000 words	4 x 5% 10% 70%	Weeks 3, 5, 7, 9 Week 7 End of Semester 1	<b>Nick Beaton</b>	
BMM 6302 Entrepreneurship and Creativity	Lectures and workshops	Business plan Dragons' den presentation (individual or group)	3,000 words 15 minutes	75% 25%	End of Semester 2 End of Semester 2	<b>Hurol Ozcan</b> Denis Kobzev Emma Roberts	
<b>BMM 6582 e-business &amp; e-marketing</b>	Lectures, tutorials/case study work and break-out sessions	Interim Report Report: case study portfolio	1,000 words 3,000 words	25% 75%	Week 7 End of Semester 1	<b>Liz Cable</b>	
BMM 6422 Business & Management Strategy	Lectures and tutorials	Assessed report Assessed report	1,500 words 2,500 words	40% 60%	Mid-semester 1 End of Semester 1	<b>Hurol Ozcan</b>	
BMM 6442 Research Project	Workshops and individual tutorials	Individual report	5,000 words	100%	End of module	<b>Denis Kobzev / tbc</b>	

BMM 6452 Professional Learning through Work	Tutorials	Project proposal/ agreement Final project report and reflections Oral presentation	1,000-word equivalent 3,000 words 1,000-word equivalent	30% 50% 20%	First half of semester 1 End of semester 2 End of semester 2	<b>Denis Kobzev / tbc</b>	Placement occurs in the host organisation
BMM 6462 Business Ethics	Lectures and workshops	Individual report	4,000 words	100%	End of Semester 2	<b>Denis Kobzev / tbc</b>	
BMM 6472 International Management	Lectures and workshops	<b>Electronic Assessments</b> Individual report Group presentation	<b>30 mins??</b> 3,000 words 15 minutes	<b>4 x 5%</b> 70% 10%	<b>Weeks 3, 5, 7, 9</b> End of Semester 2 End of Semester 2	<b>Mark Seabright</b> Denis Kobzev	
BMM 6482 Leadership	Lectures, workshops group work and tutorials	Individual presentation <b>Report</b>	10 minutes 3,000 words	20% 80%	Mid-module End of Semester 2	<b>Emma Roberts</b>	
<b>BMM 6502</b> <b>International Marketing</b>	Lectures, tutorials and break-out sessions	4 on-line scenario based activities Individual Presentation Marketing Plan	30 min each 15 min 3,000 words	4 x 5% 10% 70%	Weeks 3, 5, 7, 9 Week 7 End of Semester 2	<b>Mark Seabright</b>	







## 8. Entry requirements

### Honours degree programmes

Applicants should normally have achieved the following prior to registration for the programme:  
5 academic or vocational qualifications, of which at least 2 should be GCE or VCE 'A' levels (or equivalent at level 3) and one should be GCSE English Language at grade C (or equivalent).

Some equivalent qualifications and the current typical offer conditions in terms of UCAS Tariff points are detailed in the undergraduate prospectus. For students whose first language is not English a pass in an approved test in English is needed, eg. the International English Language Testing Service (IELTS) and the Test of English as a Foreign Language (TOEFL). International students with an IELTS score of less than 6.5 must take the additional *English for Academic Purposes* modules at Level 4 and 5. the module will be mandatory by default, but international students with IELTS scores 6.5 and higher, may be exempted from this module (subject of successfully passing internal LTUC language test and module leader's assessment); in such a situation they will do PDP1 & 2 instead.

Applications are welcome from those with few or no formal qualifications. Any previous relevant work experience and learning will be assessed and, where appropriate, accredited as part of the application process. Please see the College's Assessment of Prior Learning (APL) procedures.

## 9. Progression, classification and award requirements

### Details of requirements for student progression between levels and receipt of the award(s)

(A certain level of attainment which must be achieved in a specific module; any deviation from the standard College stipulations for award classification, eg. exclusion of Level 4 module marks from Foundation Degree classification)

A minimum of 120 credits is needed to progress from Level 4 to Level 5. A minimum of 120 credits from Level 4 and 120 credits from Level 5 is needed to progress from Level 5 to Level 6.

## 10. Prerequisites

### Details of modules which must be passed before enrolment on a module at a higher level

*Include the rationale which justifies imposition of the prerequisite(s) and the mark/grade required.*

The Professional Development and Placement modules at Levels 4 and 5 are mandatory modules in which all elements must be passed before progression.

To maximise flexibility and choice within the programme there are no further prerequisites.

## 11. External examining arrangements

### External examining arrangements

(eg. joint with another programme – extended duties for someone already in post – or separate, single/multiple examiners; if multiple examiners, which subjects / types of module are to be allocated to each)

There are two External Examiners currently responsible for all variants of the Business and Management programmes.



12. Additional information

Details regarding arrangements in respect of any special features of the programme/scheme, (eg. study abroad, a field course, specific work placement, opportunities for onward progression from foundation degrees)

Two six-week periods of professional work placement are undertaken, one each at Level 4 and Level 5.

13. Additional support needs

Arrangements made to accommodate students with additional support needs and any unavoidable restrictions on their participation in the programme/scheme

(Key aspects of the Equality Impact Assessment for the Department – see Internal Audit Form NP2G for further details)

Students with disabilities or other support needs are welcome and will be able to participate fully in the course. Arrangements will be made, via the normal LTUC support network, to accommodate students with additional support needs wherever possible.

A consultation was undertaken with Women Organisation and Leeds Enterprise Centre representatives during UK Enterprenership & Gender seminar series on the engagement of women as a protected class into entrepreneurial activities and courses.