

BA (HONS) BUSINESS AND ENTERPRISE WITH FOUNDATION YEAR IN BUSINESS**BSENTFY**

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| Duration: | 4 years full-time |
| Total credit rating: | 360 (180 ECTS) |
| Award: | BA (Hons) 360 credits |
| Subsidiary Awards: | DipHE 240 credits CertHE 120 credits |

Foundation Year - with effect from September 2019

See prospectus for entry requirements

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| Core: | Students are required to take: | | |
| BMM3113 | Academic Skills and Studying with Confidence | Sem 1 & 2 | 30 credits |
| BMM3103 | Project | Sem 2 | 30 credits |
| BMM3003 | Introduction to Business Operations and Management | Sem 1 & 2 | 30 credits |
| BMM3013 | Starting a Business and Fundamentals of Marketing | Sem 1 & 2 | 30 credits |

Level 4

Progression requirements: 120 credits from Foundation Year

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|--------------|---|-----------|------------|
| Core: | Students are required to take: | | |
| BMM4442 | Financial and Management Accounting | Sem 1 | 20 credits |
| BMM4432 | Operations Management | Sem 2 | 20 credits |
| ECO4012 | Principles and Applications of Macroeconomics | Sem 2 | 20 credits |
| BMM4412 | Management & Organisational Behaviour | Sem 1 & 2 | 20 credits |
| BMM4422 | Marketing Fundamentals | Sem 1 & 2 | 20 credits |
| BMM4982 | Ethics, Society and Employability | Sem 1 & 2 | 20 credits |
| | Integrated Assessment | Sem 2 | |

Level 5

Progression requirements: 120 credits from Level 4

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|--------------|--|-----------|------------|
| Core: | Students are required to take: | | |
| BMM5572 | Financial Accounting | Sem 2 | 20 credits |
| BMM5312 | Principles of International Business | Sem 1 | 20 credits |
| BMM5102 | Business Development I | Sem 1 | 20 credits |
| BMM5402 | Professional Development and Placement | Sem 1 & 2 | 20 credits |

Option: **Students are required to choose 20 credits from:**

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|---------|--------------------------|-----------|------------|
| JOU5992 | PR in Practice | Sem 1 & 2 | 20 credits |
| MFC5022 | Media, Power and culture | Sem 1 & 2 | 20 Credits |
| MFC5572 | Digital Narrative | Sem 1 & 2 | 20 Credits |
| BMM5562 | Marketing Communications | Sem 2 | 20 credits |

Level 6

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

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|--------------|---------------------------------------|-----------|------------|
| Core: | Students are required to take: | | |
| BMM6422 | Business & Management Strategy | Sem 1 | 20 credits |
| BMM6102 | Business Development II * | Sem 2 | 20 credits |
| BMM6402 | Project Management | Sem 2 | 20 credits |
| BMM6302 | Entrepreneurship and Creativity | Sem 1 & 2 | 20 credits |

Option: **Students are required to choose 40 credits from the following:**

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|---------|------------------------------|-----------|------------|
| BMM6582 | e-business and e-marketing | Sem 1 | 20 credits |
| JOU6002 | Advanced Radio Production | Sem 2 | 20 Credits |
| MFC6092 | Contemporary Cultural Issues | Sem 1 & 2 | 20 Credits |
| JOU6992 | PR Management | Sem 1 & 2 | 20 Credits |

*There is a prerequisite for enrolment on this module