

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

Core:	Students are required to take:		
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
BMM4432	Operations Management	Sem 2	20 credits
BMM4442	Financial and Management Accounting	Sem 1	20 credits
BMM4982	Ethics, Society and Employability	Sem 1 & 2	20 credits
	Integrated Assessment	Sem 1 & 2	

Level 5 – with effect from September 2019

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

Core:	Students are required to take:		
BMM5402	Professional Development & Placement	Sem 1 & 2	20 credits
BMM5412	Financial Management	Sem 1	20 credits
ECO5012	Intermediate Macroeconomics**	Sem 2	20 credits
BMM5562	Marketing Communications	Sem 2	20 credits
BMM5582	Business Research	Sem 2	20 credits
BMM5292	Services Marketing	Sem 2	20 credits

Level 6 – with effect from September 2019

Progression requirements: 120 credits from Level 5

Core:	Students are required to take:		
BMM6242	Marketing Strategy & Planning	Sem 1	20 credits
BMM6422	Business & Management Strategy	Sem 1	20 credits
BMM6582	e-business and e-marketing	Sem 1	20 credits
Option:	Students are required to choose 20 credits from:		
BMM6442	Research Project**	Sem 1 & 2	20 credits
BMM6452	Professional Learning through Work	Sem 1 & 2	20 credits
Option:	Students are required to choose 40 credits from:		
BMM6302	Entrepreneurship and Creativity	Sem 1 & 2	20 credits
BMM6462	Business Ethics (not available for study 2019/20)	Sem 2	20 credits
BMM6482	Leadership	Sem 2	20 credits
BMM6402	Project Management	Sem 2	20 credits
BMM6502	International Marketing	Sem 2	20 credits
BMM6552	Financial Reporting	Sem 2	20 credits

***There is a prerequisite for enrolment on this module*