

BA (HONS) BUSINESS AND MARKETING WITH FOUNDATION YEAR IN BUSINESS

| | | |
|-----------------------------|---|----------------|
| Duration: | 4 years full-time | BUSMKFY |
| Total credit rating: | 360 | |
| Code: | N1N1 | |
| Award: | BA (Hons) 360 credits | |
| Subsidiary awards: | Dip HE (with Foundation Year) - 240 credits Cert HE (with Foundation Year) - 120 credits Foundation Certificate | |

Foundation Year

See Prospectus for entry requirements

| | | | |
|--------------|--|-----------|------------|
| 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

| | | | |
|--------------|---|-----------|------------|
| 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 | 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*