

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

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

**Foundation Year** - with effect from September 2019

See prospectus for entry requirements

<b>Core:</b>	<b>Students are required to take:</b>		
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**

Please refer to the Prospectus for entry requirements:

<b>Core:</b>	<b>Students are required to take:</b>		
BMM4442	Financial and Management Accounting	Sem 2	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

<b>Core:</b>	<b>Students are required to take:</b>		
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 40 credits from:**

JOU5992	PR in Practice (not available for study 2021/22)	Sem 1 & 2	20 credits
MFC5022	Media, Power and Culture (not available for study 2021/22)	Sem 1 & 2	20 credits
MFC5572	Digital Narrative (not available for study 2021/22)	Sem 1 & 2	20 credits
BMM5562	Marketing Communications	Sem 2	20 credits
BMM5422	Legal Issues for Management	Sem 1	20 credits

**Level 6**

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

<b>Core:</b>	<b>Students are required to take:</b>		
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:**

BMM6582	e-business and e-marketing	Sem 1	20 credits
JOU6002	Advanced Radio Production*	Sem 2	20 credits

\*There is a prerequisite for enrolment on this module

MFC6092 Contemporary Cultural Issues

Sem 1 & 2 20 credits