

BA (Hons) Business and Enterprise**BUSAENT**

Duration:	3 years full-time
Total credit rating:	360 (180 ECTS)
Code:	NN12
Award:	BA (Hons) 360 credits
Subsidiary Awards:	DipHE 240 credits CertHE 120 credits

Level 4

Please refer to the prospectus for entry requirements

Core:	Students are required to take:		
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 - with effect from September 2020

Progression requirements: 120 credits from Level 4

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 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 - with effect from September 2021

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

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:		
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

*There is a prerequisite for enrolment on this module