



## PROGRAMME SPECIFICATION

### 1. General information

<b>Awarding body / institution</b>	<b>Leeds Trinity University</b>
<b>Teaching institution</b>	<b>Leeds Trinity University</b>
<b>'Parent' School</b> ( <i>ICE / SAC / SSHS</i> )	Faculty of Business, Computing and Digital Industries
<b>Academic Group</b>	School of Business
<b>Professional accreditation body</b> (if applicable)	N/A
<b>Final award</b>	BA (Hons)
<b>Title of programme(s)</b>	Business and Marketing
<b>Subsidiary award(s)</b>	Certificate of Higher Education in Business Diploma of Higher Education in Business and Marketing BA Business and Marketing
<b>Honours type</b>	Single Honours
<b>Duration and mode(s) of study</b>	3 years full-time
<b>Month/year of approval of programme</b>	May 2018
<b>Start date</b>	September 2018
<b>Periodic review next due</b>	2023-24
<b>JACS (HECoS) subject code(s)</b> ( <i>Level 3</i> ) (Please refer to HESA listing on AQO website)	N100 Business Studies (100079) (50%) N500 Marketing (100075) (50%)
<b>UCAS course code &amp; route code</b> (available from Admissions)	NN15 BA/BUSMKSH
<b>SITS codes</b> ( <i>Course / Pathway / Route</i> ) (available from Student Administration)	BUSAMKT/XPBBSMK
<b>Delivery venue(s)</b>	Leeds Trinity University and approved partner institutions Pioneer Institute of Business and Technology

## 2. Aims of the programme

### Rationale and general aims, including what is special about this programme (from the student's and a marketing perspective)

The **rationale** of the BA (Hons) Business and Marketing programme is to provide the essential knowledge and understanding, skills and experience required for graduates to operate effectively and successfully in a graduate level **marketing role within a business environment**.

More specifically, the general aims of the BA (Hons) Business and Marketing programme are:

1. To develop a sound understanding of the development, strategy and operations of businesses as organisations and the associated **marketing functions**.
2. To develop a sound understanding of the impact and influence of the external environment and internal business requirements on the **marketing operations of business organisations**.
3. To engage students with the **theoretical approaches used in the study of the marketing** of business organisations, **within the context of the external and internal business environment**.
4. To develop intellectual skills of critical analysis, evaluation, synthesis, hypothesis formulation and testing and problem solving.
5. To develop confidence and competence in oral and written communication utilising appropriate register and the effective application of ICT.
6. To develop study skills and enthusiasm for learning, graduate level employability skills, including the ability to work effectively both independently and as part of multidisciplinary teams.
7. To develop the necessary knowledge, skills and experience to work effectively in a graduate level **marketing function** within a business organisation.

The aim of Leeds Trinity University programmes, and of the BA (Hons) Business and Marketing, are to enable students to achieve graduate level career destinations through development of high-level employability and business management skills. The programme will also help students develop a range of knowledge, skills and behaviours that enables students to be an ethically and socially responsible participant in the community and to contribute to an expansion of well-being in that community.

The programme provides opportunities for students to learn how to work with others and make an informed career choice, drawing on their experience of the work environment gained through the work placement process. This mix of theoretical and practical approaches, as well as the integration of different business functional areas in the programme, opens up a wide range of careers options by preparing students to assume management, leadership and entrepreneurial roles in different sectors of the economy. Business and management careers span a number of industries and sectors. Graduate employment opportunities include business management, consultancy roles, and general management jobs (e.g. marketing manager, strategy planning, human resources manager, talent manager, operations manager, information technology (IT), project manager; commercial and sales manager, sales analysts, finance manager).

A BA (Hons) in Business and Management offers a solid foundation for further study, such as an MBA, MA or MSc.

### 3. Student learning outcomes of the programme

#### Learning outcomes in terms of:

- knowledge and understanding (K)
- intellectual / cognitive / 'thinking' skills (I)
- practical skills specific to the subject (P)
- employability skills (E)

The 'K1', etc codes are used in section 7b) and module descriptors to refer to each of these learning outcomes.

On successful completion of the BA (Hons) Business and Marketing programme students will be able to:

#### Knowledge and understanding (K)

- K1 **External environment** - demonstrate knowledge and understanding of the external environment of marketing, including legal and ethical frameworks, and how this affects management and business practices, as well as the development and operation of economies and markets for resources, goods and services;
- K2 **Organisations** - demonstrate knowledge and understanding of the nature, purposes, structures, governance and activities of business and marketing organisations, including individual behaviour, team management and corporate cultures;
- K3 **Key functional specialisms** - demonstrate knowledge and understanding of marketing, financial management, operations and people management in a local and international context.
- K4 **Customer needs** - demonstrate knowledge and understanding of the importance of customer needs, services and relations, as well the needs of a business via theoretical and empirical evidence concerning local and international contexts;
- K5 **Strategies** - demonstrate knowledge and understanding of the formulation of business, marketing, and management strategies within a changing environment and how to meet stakeholder interests;

#### Intellectual/cognitive/'thinking' skills (I)

- I1 collect, order, analyse and evaluate **quantitative and qualitative information** and data;
- I2 use **critical thinking**, analysis and synthesis to identify assumptions, evaluate financial statements and economic events, question logic and reasoning and identify implicit values;

- I3 make **informed choices** in areas of financial analysis, ethical behaviour, social responsibility and equal opportunities practice as they apply to business and people management;
- I4 demonstrate effective **cognitive**, problem-solving and **decision-making** abilities using appropriate quantitative and qualitative skills;

### Employability skills (E)

- E1 **Self-management** – the ability to plan and manage time; readiness to accept responsibility and improve their own performance based on feedback/reflective learning; the ability to take initiative and be proactive, flexible and resilient;
- E2 **Teamworking** – the ability to co-operate with others on a shared task and to recognise and take on appropriate team roles; leading, contributing to discussions and negotiating; contributing to discussions; awareness of interdependence with others;
- E3 **Business and sector awareness** – an understanding of the key drivers for business success, including the importance of customer/client satisfaction and innovation; understanding of the market/sector in which an organisation operates; the ability to recognise the external context and pressures on an organisation, including concepts such as value for money, profitability and sustainability;
- E4 **Problem-solving** – a capacity for critical reasoning, analysis and synthesis; a capacity for applying knowledge in practice; an ability to retrieve, analyse and evaluate information from different sources;
- E5 **Communication** – the ability to present information clearly and appropriately, both orally and in writing, and to tailor messages to specific audiences and purposes;
- E6 **Application of numeracy** – a general awareness of mathematics and its application in practical contexts; the ability to carry out arithmetic operations and understand data, to read and interpret graphs and tables and to manage a budget;
- E7 **Application of information technology** – the ability to identify the appropriate IT package for a given task; familiarity with word-processing, spreadsheets and file management; the ability to use the internet and email effectively;
- E8 **Entrepreneurship/enterprise** – the ability to demonstrate an innovative approach and creativity, to generate ideas and to identify and take opportunities;
- E9 **Social, cultural & civic awareness** – embracement of an ethos of community and civic responsibility; an appreciation of diversity and ethical issues; an understanding of cultures and customs in the wider community.

See also the generic objectives set out in section 4 below. Student learning outcomes for the fall-back awards of Certificate of Higher Education and Diploma of Higher Education will be a combination of the learning outcomes listed above, depending on the diet of modules studied.

### 3a External benchmarks

#### Statement of congruence with the relevant published subject benchmark statements

(including appropriate references to any PSRB, employer or legislative requirements)

The aims, objectives and learning outcomes of the programme are consistent with the QAA Subject Benchmark Statement for Business and Management (November 2019), [Subject Benchmark Statement: Business and Management \(qaa.ac.uk\)](#), Relevant section: 5.4

The pattern of core and option modules facilitates good coverage of the material of relevant sections of the Subject Benchmark Statement above.

### 4. Learning outcomes for subsidiary awards

Guidance	
<p>The assessment strategy is designed so that each of these outcomes is addressed by more than one module at Level 4.</p> <p>The assessment strategy is designed so that each of these outcomes is addressed by more</p>	<p><b>Generic Learning outcomes for the award of <u>Certificate of Higher Education</u>:</b></p> <p>On successful completion of 120 credits at Level 4, students will have demonstrated an ability to:</p> <ul style="list-style-type: none"> <li>i) interpret and evaluate data appropriate to the discipline;</li> <li>ii) make sound judgements in accordance with basic disciplinary theories and concepts;</li> <li>iii) evaluate the appropriateness of different approaches to solving problems within the discipline;</li> <li>iv) communicate the results of their work coherently;</li> </ul> <p>and will have had specific opportunities to display transferable skills relevant to employment related to the discipline.</p> <p><b>Generic Learning outcomes for the award of <u>Diploma of Higher Education</u>:</b></p>

<p>than one module over Levels 4 &amp; 5.</p> <p>The assessment strategy is designed so that each of these outcomes is addressed by more than one module over Levels 4, 5 &amp; 6.</p>	<p>On successful completion of 240 credits, including 120 at Level 5, students will have demonstrated, <b>in addition to the outcomes for a Certificate:</b></p> <ul style="list-style-type: none"> <li>i) critical understanding of disciplinary principles;</li> <li>ii) application of concepts outside their initial context;</li> <li>iii) use of a range disciplinary techniques;</li> <li>iv) proficient communication of the results of their work;</li> </ul> <p>and will have had the opportunity to develop transferable skills relevant to employment related to the discipline including successful completion of at least one professional placement or school-based training component.</p> <p><b>Generic Learning outcomes for the award of an <u>Ordinary Degree</u>:</b></p> <p>On successful completion of 300 credits, including 60 at Level 6, students will have demonstrated, <b>in addition to the outcomes for a Diploma:</b></p> <ul style="list-style-type: none"> <li>i) an ability to make flexible use of disciplinary concepts and techniques;</li> <li>ii) critical evaluation of approaches to solving problems in a disciplinary context;</li> <li>iii) an ability to work autonomously within a structured learning experience;</li> <li>iv) effective communication of the results of their work in a variety of forms;</li> </ul> <p>and will have had the opportunity to develop transferable skills relevant to employment related to the discipline including successful completion of two professional placements or school-based training placements.</p>
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## 5. Content

Summary of content by theme
<p>The BA (Hons) Business and Marketing programme provides the essential knowledge and understanding, skills and experience required for graduates to operate effectively and successfully in a business environment. Core areas of the programme focus on the marketing function, the understanding of economics, management and operations. Core modules also provide knowledge relating to marketing communications, services marketing, marketing strategy and e-business and e-marketing.</p> <p>Integrated within the study of the subject material of all core and optional modules across all levels is the stepped development and practice of appropriate, subject specific, intellectual, and transferable graduate employability, knowledge, skills, attitudes and behaviours, such as:- entrepreneurship and entrepreneurial skills, team-working, analysis of qualitative and quantitative information, critical thinking and problem solving, numerical and literacy proficiency,</p>



communication, flexibility and adaptability, contemporary ICT and digital applications proficiency, resilience, emotional intelligence, innovation and creativity, entrepreneurial skills, leadership qualities, initiative, self-direction, self-management and autonomous learning and development. Subsequently, this provides a distinctive programme for 21<sup>st</sup> century managers.

The learning outcomes of the programme match those set out in the UK QAA subject benchmark statement for Business Management subjects, tailored to a marketing context. This provision correlates with the requirements of the marketing function as it provides a solid foundation in all key contemporary areas of business management. It enables the performance of a broad range of marketing roles and is in line with the professional external requirements of such internationally recognised professional organisations as the UK Chartered Institute of Marketing (CIM).

The programme starts at Level 4 with the core modules of BMM4412 Management and Organisational Behaviour and BMM4432 Operations Management, which introduce the importance of managing people and processes in the overall context of organisations. This is contextualised to the contemporary world of business through the foundations of BMM4422 Marketing Fundamentals, ECO4012 Principles and Applications of Macroeconomics, and BMM4442 Financial Accounting which introduces the core areas of financial accounting, costing and budgeting. BMM4982 Ethics, Society and Employability incorporates both personal (academic, information retrieval, self-management, etc.) and professional (team working, communication, employability, etc.) skills, and includes the creation of personal development and career plans. At the end of Level 4, students take an integrated Integrated Assessment (IA) designed to bring together and allow students to apply their learning into practice, related to three key areas of business studied in Semesters 1 and 2 (i.e., BMM4412 Management and Organisational Behaviour, BMM4432 Operations Management, and BMM4422 Marketing Fundamentals). This multi-disciplinary integrated assessment takes students through a classic 'form, storm, norm, perform' teamworking dynamic. Teams are created at the beginning of level 4 induction week (form). Whilst teams receive a range of tasks throughout Level 4 study across semesters 1 and 2, the main tasks are integrated into Semester 1 during study of module BMM4412 Management and Organisation Behaviour module (storm). This is followed in semester 2 with module BMM4432 Operations Management module (norm) and culminates in module BMM4000 the integrated Integrated Assessment, entitled the 'Business Challenge' (perform), which takes place over two weeks after the end of Semester 2, and brings together the knowledge and skills students have developed across these three modules.

**Level 5** provides on-going study of intermediate level knowledge and abilities of these key functional areas: BMM5562 Marketing Communications, and BMM5292 Services Marketing modules focus on a spectrum of elements of the marketing communications mix and their effectiveness, within today's marketing environment, and explore similarities and differences between service and manufacturing sectors in terms of marketing. BMM5412 Financial Management introduces corporate governance, and mechanisms for financial management; and BMM5422 Legal Issues for Management allows for students to understand the broader context of their decision making for the regulatory and contractual perspectives of a business). BMM5582

Business Research module contributes to preparing students for the design and execution of their Level 6 BMM6452 negotiated project, (for example where students plan to undertake primary research as part of their BMM6452 negotiated project, students will prepare for this during their study in module BMM5582 Business Research). The BMM5402 Professional Development and Placement module offers a period of professional work placement which allows for the practical application of business knowledge, skills, and behaviours in an actual workplace environment, including volunteering options. In addition to job and organisational analysis, this module includes graduate level employability focused job-market study, confirmation of personal career choice and objectives, which culminates in a career plan. Further this module contributes to preparing students for the design and execution of their Level 6 BMM6452 negotiated project, (for example students will identify and choose the set of graduate employability skills they will develop through level 6 study on BMM6452 Professional Learning through Work; also students will liaise and negotiate with a range of employers, including their level 5 placement employer, to explore, scope, and secure a work placement and negotiated project suitable for level 6 study on BMM6452 Professional Learning through Work).

**At Level 6** the focus of the programme is on BMM6452 Professional Learning through Work core module, which enables students to consolidate their learning, knowledge, skills, and behaviours, and apply these qualities in practice within a real workplace environment, in order to generate and evidence a set of agreed business and professional outputs, outcomes and impact. Integrated within the study of core and optional modules at Level 6, is the development and application of advanced subject specific knowledge, skills, behaviours, and graduate level employability skills. BMM6422 Business and Management Strategy module provides local and global perspectives on contemporary strategic approaches; BMM6242 Marketing Strategy and Planning, and BMM6582 E-business and E-marketing module provides a comprehensive guide to strategic marketing theory, and key aspects of analysing and deploying digital strategies and technologies within UK and global organisations, and how to leverage digital transformation of operations, logistics, supply chains and marketing; BMM6492 Corporate Sustainability module provides new management paradigms which emphasise growth and profitability through alternative business strategies and practices, without compromising people, social justice and equity; the planet; or the economy. At level 6, students are required to choose 2 out of 5 modules depending on their interest, from: BMM6482 Leadership, BMM6502 International Marketing, BMM6402 Project Management, BMM6302 Entrepreneurship and Creativity, or BMM6552 Financial Reporting.

## 6. Structure

### **BA (Hons) BUSINESS AND MARKETING (Single Honours)**

**Duration:** 3 years full-time

**Total credit rating:** 360 (180 ECTS)



Please refer to section 8 and the Prospectus for entry requirements.

**Level 4** – with effect from September 2018

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 2	20 credits
BMM4982	Ethics, Society and Employability	Sem 1 & 2	20 credits
BMM4000	Integrated Assessment	Sem (1 &) 2	Pass/Fail

**Level 5** – with effect from September 2019

Progression requirements: 120 credits from Level 4.

Students are required to take:

BMM5402	Professional Development & Placement	Sem 1 & 2	20 credits
BMM5412	Financial Management	Sem 1	20 credits
BMM5422	Legal Aspects of Management	Sem 1	20 credits
BMM5562	Marketing Communications	Sem 2	20 credits
BMM5582	Business Research	Sem 1 (+2)+	20 credits
BMM5292	Services Marketing	Sem 2	20 credits

+Sem 1 delivery for BAC; Sem 2 delivery for LTU

**Level 6** – with effect from September 2023

Progression requirements: 120 credits from Level 4 plus 120 credits from Level 5.

Students are required to take:

BMM6242	Marketing Strategy & Planning	Sem 1	20 credits
BMM6422	Business & Management Strategy	Sem 1	20 credits
BMM6582	e-Business & e-Marketing	Sem 1	20 credits
BMM6452	Professional Learning through Work	Sem 1 & 2	20 credits

Students are required to choose 40 credits from:

BMM6302	Entrepreneurship and Creativity	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

**\* Integrated Assessment:** Level 4 students will study modules worth 120 credits and at the end of the year will also take a *Integrated Assessment (PLA)\** designed to integrate and apply the work on the functional areas of business (marketing, finance, operations, and people management) covered at L4. The multi-disciplinary teamwork will take students through a classic

'form, storm, norm, perform' dynamic when teams will be created at the very beginning of level 4 (Induction week-form). The teams will receive a range of tasks throughout Level 4, the main ones being integrated into Semester 1 *Management and Organisation Behaviour* (storm), where it would be also closely linked to the theoretical content of the module. It would be followed by Semester 2 *Operations Management* (norm), and culminating during *Integrated Assessment\** Business Challenge (perform). This takes place over two weeks after end of Semester 2 and brings together the skills and knowledge students have developed across all of the modules studied

## 7. Learning, teaching and assessment

### 7a) Statement of the strategy for learning, teaching and assessment for the programme

The programme meets the requirements of relevant policy documents, particularly the QAA Framework for HE Qualifications, relevant QAA Subject Benchmark Statement and the University's Strategic Plan and Learning, Teaching and Assessment Strategy (2015-20). The key goals of the LTAS Strategy (2015-2020) strategy are to:

- a. Adopt a pedagogical approach that emphasises active enquiry and collaboration, allowing students to both shape and be responsible for their learning;
- b. Provide and support relevant technologies and learning spaces that give opportunities for flexible approaches to provision, enabling students to exercise choice in relation to where, when and how they manage their learning;
- c. Provide an educational experience that is student-centred and responsive to the needs and attributes of individuals;
- d. Retain a key role for applied learning through placements and volunteering opportunities, developing a range of employability skills;
- e. Develop critical thinking and analytical skills, enabling our graduates to make sense of an increasingly data rich world;
- f. Ensure that ethical practice, social responsibility and sustainability are central to what we do;

**The learning and teaching approaches** are based on principles of active learning, critical reflection, variety of learning approaches, student-led inquiry, and teamwork and communication skills. The university core ethos is that lecturers take the role of facilitators in the classroom and embrace the teaching with enthusiasm and professionalism. Therefore, a variety of activities are expected in the process of module delivery (lectures, seminars, workshops, tutorials, student-led activities, peer to peer teaching, presentations, 'flipped classroom' approaches, and other more innovative approaches) as well as different choices of technology (in the virtual learning platform or other online sources) and feedback (tailored feedback and feed-forward). These modes of delivery consider students' needs, the variety of learning approaches used, as well as teamwork. Multi-cultural integration is at the centre of LTU's ethos, and this is further supported by the members of the teaching team for the programme who come from diverse cultural and ethnic backgrounds. This facilitates the creation of an inclusive learning environment for students with

different ethnic and economic backgrounds. Students are expected to be responsible for their own learning, and self-directed studying is encouraged in all modules. Experiential and active learning are important elements in the development of vocational knowledge and understanding. To meet this requirement, applied exercises, case studies, role-play, practical workshops, management games, business simulations, and group- and project-work form part of the teaching strategy of the programme at Levels 4, 5 and 6. Regular pre and post lesson directed activities, are embedded within all modules across all Levels. Throughout the programme all students receive learning support and guidance from an individually assigned Personal Tutor. There is a focus on inviting business management experts as, guest speakers, visiting lecturers and mentors to students as appropriate. In addition, internationalisation of the curriculum is emphasised. Students have the options to study International Marketing (BMM6502) and e-business and e-marketing (BMM6582) and some modules organise online collaboration (teaching and workshops) with other universities around the world. Students also have the opportunity to study abroad at one of Leeds Trinity University's partner institutions in the EU or worldwide.

**In line with Leeds Trinity's graduate employability strategy**, integrated within the study of the subject material of *all core and optional modules across all levels* is the development, enhancement and practice of appropriate subject specific knowledge; and transferable graduate employability, knowledge, skills, attitudes and behaviours; including but not limited to:- team-working, critical thinking, analysis and problem solving, numerical proficiency, initiative and self-direction, communication, flexibility and adaptability, digital skills, resilience, emotional intelligence, innovation and creativity, entrepreneurial skills, leadership qualities, self-management and autonomous learning and development. Graduate level employability skills are introduced, emphasised, and developed at Level 4, at Level 5 employability skills continue to be applied and enhanced within subject specific and real business contexts i.e. via work placement. At Level 6 the emphasis is strongly on effective application of higher-level intellectual skills, including critical thinking, analysis, evaluation, synthesis and hypothesis formulation. Skills are further developed through the design and completion of an independent but supervised 'negotiated project' via module BMM6452 Professional Learning Through Work. Level 6 subject studies include the development of intellectual skills to equip students to make evidence based, informed choices and decisions, with consideration of ethics, social responsibility, equality diversity and inclusion in modules (BMM6482 Leadership, and BMM6422 Business and Management Strategy). Gaining appropriate experience in an actual work situation to allow the application of knowledge and the practice and development of skills is essential for a business management programme and it is at the core of LTU's approach. Periods of structured and supervised professional work placements within a for profit, not for profit or charitable organisation are integrated into the programme at Levels 4, 5 and 6 (BMM4982, BMM5402, and BMM6452).

**A wide range of assessment modes** are used to allow students to demonstrate their level of knowledge, understanding and skills proficiency, including :- essays, reports and portfolios; weekly assessed on-line tests (BMM4412, BMM4422, BMM4432); Integrated Assessment (BMM4000); Assessment Centre Experience (BMM5402); analytical, reflective, applicability skills and collaboration are evaluated based on for example case study analyses, personal development

plan, group and individual projects and presentations. The financial and accounting related models are exam-based due to ACCA requirements. As students' progress from Level 4 to Level 6, assessments require demonstration of appropriate levels of subject specific knowledge, understanding, and skills; intellectual skills; and the effective use of transferable skills. In particular, assessment focuses on the appropriate demonstration of higher-level intellectual skills including critical thinking, analysis, evaluation, synthesis and hypothesis formulation, within specific subject and real business contexts. Overall, assessment across the programme at each level has been designed to ensure that there is a good variety and balance of assessment forms.

**7b) Programme learning outcomes covered**

[illegible]





## 8. Entry requirements

### Honours degree programmes

Applicants should normally have achieved the following prior to registration for the programme:

5 academic qualifications, of which at least 2 should be level 3 qualifications equivalent to A2 and must also include GCSE grade C or 4 or above in English Language (or equivalent qualification).

Some equivalent qualifications and the current typical offer conditions in terms of UCAS Tariff points are detailed in the undergraduate prospectus. For students whose first language is not English, a pass in an approved test in English is needed, e.g. the International English Language Testing Service (IELTS), with a minimum of 6.0 and with no component below 5.5, or accepted equivalent test. Full details of entry requirements are published by course on the Leeds Trinity website.

Applications are welcome from those with few or no formal qualifications. Any previous relevant work experience and learning will be assessed and, where appropriate, accredited as part of the application process. Please see Leeds Trinity's Principles and Guidelines for the Recognition of Prior Learning.

## 9. Progression, classification and award requirements

### Details of requirements for student progression between levels and receipt of the award(s)

Standard University progression requirements apply to this programme. Both placement-related modules are exempt from condonement of marginal failure, ie. all students must pass them to progress to the next level. Marginal failure may be condoned for all other modules for the purposes of University awards but not for professional subject exemptions.

Students who complete only Level 4 successfully and then withdraw will be eligible for a Certificate of Higher Education in Business. Students who successfully complete both Levels 4 and 5 and then withdraw will be eligible for a Diploma of Higher Education in Business and Marketing.

BMM4000 the integrated Integrated Assessment (IA), BMM5402 Professional Development and Placement (PDP), and BMM6452 Professional Learning Through Work (PLTW) are mandatory modules, and BMM4000 PLA and BMM5402 PDP must be passed before progression. This is a requirement for all Business (BA) degrees.

## 10. Prerequisites

### Details of modules which must be passed before enrolment on a module at a higher level

None.

## 11. Additional support needs

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Arrangements made to accommodate students with additional support needs and any unavoidable restrictions on their participation in the programme/scheme

Students with disabilities or other support needs are welcome and are expected to be able to participate fully in this programme. Arrangements will be made, via the normal University support systems, to accommodate students with additional support needs wherever possible, with reasonable adjustments made to accommodate individual needs.

## **12. Additional information**

Details regarding arrangements in respect of any special features of the programme/scheme, (eg. a non-standard delivery pattern, study abroad, a field course, specific work placement, opportunities for onward progression from foundation degrees, constraints on out-of-programme optional module choices)

This programme will be delivered in a full-time mode and may include a Semester international study abroad opportunity and/or international industry/work placement (subject to partnership agreements and students' language abilities). Students will be encouraged to take a semester abroad to study, ideally during their Level 5 Semester 1, or Semester 2, or Level 6 Semester 2 as part of the year long BMM6452 PLTW module.