

BA (Hons) Business & Marketing

Duration: 3 years full-time / 6 years part-time

Total credit rating: 360

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

Level 4 – with effect from September 2012

Candidates are required to take:

BMM 4402	Business Economics	Sem 1	20 credits
BMM 4412	Management & Organisational Behaviour	Sem 1	20 credits
BMM 4422	Marketing Fundamentals	Sem 1	20 credits
BMM 4432	Operations Management	Sem 2	20 credits
BMM 4442	Management & Financial Accounting	Sem 2	20 credits
BMM 4452	Professional Development & Placement 1	Sem 1&2	20 credits

International students (with IELTS levels below 6.5) are required to take the following module instead of

BMM4452 (PDP1):

BMM 4462	English for Academic Purposes 1	Sem 1& 2	20 credits
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Level 5 – with effect from September 2013

Progression requirements: 120 credits from Level 4.

Candidates are required to take:

BMM 5402	Professional Development & Placement 2	Sem 1&2	20 credits
BMM 5412	Financial Management	Sem 1	20 credits
BMM 5422	Legal Issues for Management	Sem 1	20 credits
BMM 5562	Marketing Communications	Sem 2	20 credits
BMM 5442	e-Business & e-Marketing	Sem 2	20 credits
BMM 5292	Services Marketing	Sem 2	20 credits

International students (with IELTS levels below 6.5) are required to take the following module instead of

BMM5402 (PDP2):

BMM 5302	English for Academic Purposes 2	Sem 1& 2	20 credits
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Level 6 – with effect from September 2014

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

Candidates are required to take:

BMM 6242	Marketing Strategy & Planning	Sem 1	20 credits
BMM 6422	Business & Management Strategy	Sem 1	20 credits
BMM 6412	Introduction to Research	Sem 1	20 credits

and are required to choose 20 credits from:

BMM 6442	Research Project	Sem 1&2	20 credits
BMM 6452	Professional Learning through Work	Sem 1&2	20 credits

and are required to choose 40 credits from:

BMM 6302	Entrepreneurship and Creativity	Sem 2	20 credits
BMM 6462	Business Ethics	Sem 2	20 credits
BMM 6482	Leadership	Sem 2	20 credits
BMM 6472	International Management	Sem 2	20 credits
BMM 6502	International Marketing	Sem 2	20 credits