

**BA (Hons) Business and Marketing (Single Honours)**

(BUSAMKT)

<b>Duration:</b>	3 years full-time / 6 years part-time
<b>Total credit rating:</b>	360
<b>Code:</b>	N1N5
<b>Award:</b>	BA (Hons) 360 credits
<b>Subsidiary awards:</b>	DipHE 240 credits CertHE 120 credits

**Level 4** – Please see Business and Marketing Programme

BMM 4402	Business Economics	Sem 2	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 1	20 credits
BMM 4452	Professional Development & Placement	Sem 1&2	20 credits

International students (with IELTS levels below 6.5) are required to take the following module instead of BMM5402 (PDP2):

BMM 4462	English for Academic Purposes 1	Sem 1 & 2	20 credits
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**Level 5**

Progression requirements: 120 credits from Level 4.

<b>Core:</b>	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 5582	Business Research	Sem 2	20 credits
BMM 5292	Services Marketing	Sem 2	20 credits

**Level 6 – for study 2014/15 only**

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

<b>Core:</b>	Candidates are required to take:		
BMM 6242	Marketing Strategy & Planning	Sem 2	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 1 & 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
BMM 6552	Financial Reporting	Sem 2	20 credits

**Level 6 – for study from 2015/16**

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

<b>Core:</b>	Candidates are required to take:		
BMM 6242	Marketing Strategy & Planning	Sem 2	20 credits
BMM 6422	Business & Management Strategy	Sem 1	20 credits
BMM 6582	e-business and e-marketing	Sem 1	20 credits

and are required to choose 20 credits from:

BMM 6442	Research Project	Sem 1&2	20 credits
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<i>BMM 6452</i>	<i>Professional Learning through Work</i>	<i>Sem 1&amp;2</i>	<i>20 credits</i>
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*and are required to choose 40 credits from:*

<i>BMM 6302</i>	<i>Entrepreneurship and Creativity</i>	<i>Sem 1 &amp; 2</i>	<i>20 credits</i>
<i>BMM 6462</i>	<i>Business Ethics</i>	<i>Sem 2</i>	<i>20 credits</i>
<i>BMM 6482</i>	<i>Leadership</i>	<i>Sem 2</i>	<i>20 credits</i>
<i>BMM 6472</i>	<i>International Management</i>	<i>Sem 2</i>	<i>20 credits</i>
<i>BMM 6502</i>	<i>International Marketing</i>	<i>Sem 1</i>	<i>20 credits</i>
<i>BMM 6552</i>	<i>Financial Reporting</i>	<i>Sem 2</i>	<i>20 credits</i>