

2013/14 Programme Structure

BA (Hons) Business with Marketing

(BUSWMKT)

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

Total credit rating: 360

Level 4 – Please see Business and Marketing Programme

Level 5 - Please see Business and Marketing programme

Level 6 - available for study 2013/14 only

Entry in or after 2013/14: 120 credits from Levels 4 and 5, or equivalent.

Entry prior to 2013/14: Progression requirements: A minimum of 100 credits from Level 4 including BAM4202 (BAM1202) and 100 credits from Level 5 including BAM5202 (BAM2202) or FAS5002 (FAS2002), or equivalent.

Core: Candidates are required to take:

BAM 6012	Business and Management Strategy	Sem 1&2 20 credits
BAM 6022	Research Project	Sem 1&2 20 credits
MKT 6202	International Marketing	Sem 1&2 20 credits
MKT 6242	Marketing Strategy and Planning	Sem 1&2 20 credits

and are required to choose 40 credits from:

BAM 6062	Financial Management	Sem 1&2 20 credits
BAM 6132	Business Ethics	Sem 1&2 20 credits
BAM 6142	E Business and E Marketing	Sem 1&2 20 credits
BAM 6212	Managing Change	Sem 1&2 20 credits
BAM 6202	Contemporary Business and Marketing Issues	Sem 1&2 20 credits
BAM 6002	Leadership	Sem 1&2 20 credits
BMM 6432	Entrepreneurship, Creativity & Innovation	Sem 1&2 20 credits
BAM 6902	Professional Learning Through Work	Sem 1&2 20 credits