

**BA (HONS) BUSINESS AND MARKETING
WITH FOUNDATION YEAR IN BUSINESS**
BUSMKFY

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| Duration: | 4 years full-time |
| Total credit rating: | 360 |
| Code: | N1N1 |
| Award: | BA (Hons) 360 credits |
| Subsidiary awards: | Dip HE (with Foundation Year) - 240 credits Cert HE (with Foundation Year) - 120 credits Foundation Certificate |

Foundation Year

See Prospectus for entry requirements

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|--------------|--|-----------|------------|
| Core: | Students are required to take: | | |
| BMM3113 | Academic Skills and Studying with Confidence | Sem 1 & 2 | 30 credits |
| BMM3103 | Project | Sem 1 & 2 | 30 credits |
| BMM3003 | Introduction to Business Operations and Management | Sem 1 & 2 | 30 credits |
| BMM3013 | Starting a Business and Fundamentals of Marketing | Sem 1 & 2 | 30 credits |

Level 4 - with effect from September 2023

Progression requirements: 120 credits from Foundation Year

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|--------------|---------------------------------------|-------|------------|
| Core: | Students are required to take: | | |
| BMM4123 | Marketing Fundamentals | Sem 1 | 30 credits |
| BMM4133 | Principles of Accounting and Finance | Sem 1 | 30 credits |
| BMM4153 | People and Organisations* | Sem 2 | 30 credits |
| BMM4143 | Globalisation and Social Justice* | Sem 2 | 30 credits |

*modules containing integrated assessment

Level 5 - with effect from September 2024

Progression requirements: 120 credits from Level 4

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|--------------|--|-----------|------------|
| Core: | Students are required to take: | | |
| BMM5123 | Global Business Environments | Sem 1 | 30 credits |
| BMM5133 | Professional Development and Placement | Sem 1 & 2 | 30 credits |
| BMM5143 | Business Research and Analytics | Sem 2 | 30 credits |
| BMM5183 | Integrated Marketing Communications | Sem 2 | 30 credits |

Level 6

Progression requirements: 120 credits from Level 5

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|--------------|---------------------------------------|-----------|------------|
| Core: | Students are required to take: | | |
| BMM6242 | Marketing Strategy & Planning | Sem 1 | 20 credits |
| BMM6422 | Business & Management Strategy | Sem 1 | 20 credits |
| BMM6582 | e-business and e-marketing | Sem 1 | 20 credits |
| BMM6452 | Professional Learning through Work | Sem 1 & 2 | 20 credits |

Option: **Students are required to choose 40 credits from:**

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|---------|---|-----------|------------|
| BMM6302 | Entrepreneurship and Creativity | Sem 1 & 2 | 20 credits |
| BMM6482 | Leadership (<i>not available for study 2024-25</i>) | 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 |

Level 6 - with effect from September 2025

Progression requirements: 120 credits from Level 5

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|--------------|---------------------------------------|-----------|------------|
| Core: | Students are required to take: | | |
| XXXX | Professional Learning and Practice | Sem 2 | 30 credits |
| XXXX | Strategic Marketing | Sem 1 & 2 | 30 credits |

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|-----------------|--|-------|------------|
| Options: | Students are required to choose 60 credits from the following modules | | |
| XXXX | International Marketing | Sem 2 | 30 credits |
| XXXX | Creative Entrepreneurship and Innovation | Sem 2 | 30 credits |
| XXXX | Contemporary Issues in Sustainability | Sem 2 | 30 credits |
| XXXX | Project Management | Sem 2 | 30 credits |
| XXXX | Money, Banking and Finance | Sem 2 | 30 credits |
| XXXX | Research Project | Sem 2 | 30 credits |