

Course Information Form

This Course Information Form provides the definitive record of the designated course

Section A: General Course Information

Course Title	BA (Hons) Business Administration (Marketing)
Final Award	BA (Hons)
Rou3 Td (12) Tj TET Q	

Course Aims

The degree provides a broad understanding of core business administration functions under diverse operating conditions and builds for you a contextual and conceptual foundation to manage organizations undergoing dramatic change. It will provide both subject specific and transferable skills that will equip the graduate for a successful career in a wide range of roles in business. Students joining this course will have a unique opportunity to study advanced topics in business, including research methods and strategic management with a strong emphasis on marketing. This course offers a rich learning experience which is highly vocational with a focus on knowledge and understanding of business organisations from a global perspective whilst focusing on a variety of organisational contexts (SMEs, Multinationals, and New Ventures); Students joining this course will have a unique opportunity to study advanced topics in business, including research methods and strategic management whilst developing their knowledge of global marketing, as well as marketing management providing knowledge of the latest developments in marketing, communications, digitisation and social media, together with the practical skills necessary for employability within marketing companies, marketing agencies and wherever the practice of marketing is integral to an organisation in a national and an international context.

Educational Aims

Marketing is a dynamic subject that is central to all our lives in the 21st Century embracing varying aspects of psychology, consumer behaviour, management, innovation, sociology and popular culture. Your course aims to provide numerous opportunities within learning communities for you to engage with real marketing projects and real practitioners, therefore encouraging you to make the links between your studies and practice. To do this, you will be equipped with a range of skills to apply to contemporary cases that challenge your creativity, knowledge accumulation and intelligence.

You will experience our innovative approach to learning from acquiring foundation business knowledge, operations and skills, creatively applying those skills to solve marketing problems and developing employability and professional skills which prepare you for the work place. The awareness of business and the knowledge base developed in this course will equip you for a broad range of careers in the world of business. You will develop your learning through collaboration with students and tutors in order to progress from a guided to an autonomous and independent learner who is capable of working with complex and unstructured problems in a variety of business administration contexts. Our emphasis is on the development of the knowledge and skills to

Upon successful completion of your course you should meet the appropriate learning outcomes for your award shown in the table

**Course Learning
Outcomes**

Teaching, learning and assessment strategies

The underpinning philosophy of all assessments is to develop both your knowledge and skills to enter employment as a directed lifelong learner. Apart from the formal assessments there will be an emphasis on self, peer and group assessment. Tutors will provide feedback on formative assessments to support your development of good academic practice.

All assessments are rooted in authentic and practical scenarios are designed to ensure that no credit can be awarded for work that cannot be confirmed to be that of the student submitting. To facilitate learning for all students a range of assessment methods are used throughout the course, including:

Individual written reports based on gathering and analysing information using a subject specific methodology are used to assess case studies or group work.
Formative group presentation

Management unit provide opportunities for you to draw together your business knowledge in an individual and more independent manner. In all units you will find assessment support in terms of careful briefing, and the completion of formative stages with detailed feedback designed not only to benchmark your performance but also to give you insights into how you can improve your

Developing your employability

We value real-world experience to prepare you for life beyond university, which is why we have introduced a practice-based curriculum. You will focus on employability throughout your studies, starting with working on real life case studies in your first few weeks. The practice-based part of the curriculum continues throughout your studies with guest lecturers, optional weekly discussion groups and case studies in seminars to help you develop your knowledge and understanding of a wide range of industry sectors. The approach adopted in this course helps you to develop and enhance your transferable skills as well as interpersonal skills and in turn enhance your employability. This means that whilst you are gaining academic knowledge in addition you are also developing practise expertise.

The Strategic Management for Business (SHR016-3) unit which is delivered in semester 1, will give you significant analytical techniques which you will be able to use to evaluate a wide variety of businesses and situations. The dissertation element will develop your personal skills of organisation, analysis, academic report writing and presentation which will be invaluable in any chosen career path. You will also develop a wide range of communication skills, both as an individual and as a group. The course also looks to develop soft skills such as communication skills, organisational skills, and self-management which are very essential in any business/organisational role.

The personal development and employability is covered within the Strategic Management unit (SHR016-3), delivered in semester

1 and New Advancements in Business (BSS064-3), which is delivered in the last semester. Such delivery mechanism, enables students to research and identify career choices and critically reflect on their own skills to establish any gaps. There will then be opportunity to develop skills to bridge any gaps throughout the course and other structured activities such as interview practice in conjunction with the careers and employability service. This is followed by development of a critical and reflective skills audit which will be produced in semester 2 as part of the New Advancements in Business unit. Students are encouraged to use the various Career Management on-line tools available for self-assessment and identification of career opportunities and to work with the University Careers Advisors throughout their studies.

In Level 6 you are encouraged to take greater responsibility for your career management, with the support of the Careers Service, which offers one-to-one career coaching. The Careers and Employability Service offer information, advice and guidance to students and graduates on a range of topics including:

- Further study and training
- Exploring career and employment options
- Finding work and placements
- Applications for jobs or postgraduate study
- Preparing for interviews and assessment centres

For additional details and to meet the team: www.beds.ac.uk/careers/about

The University's comprehensive student support service includes:

Student Information Desk, a one-stop shop for any initial enquiries;

Student Support team advising and supporting those with physical or learning needs or more general student well being;

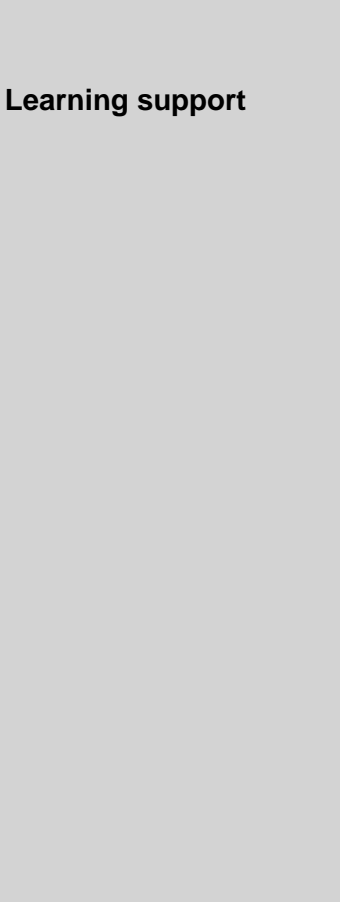
Study Hub team providing academic skills guidance;

Personal Academic Tutoring system; a student managed Peer-Assisted Learning scheme;

BREO: Bedfordshire Resources for Education Online (BREO) includes the University's virtual learning environment (Blackboard) and a range of other technologies. Through BREO you will have access to a range of material and resources to help and support you in each of the units you study and it is important that you access BREO regularly to find out about any changes.

Professional Academic Development (PAD): It is not unusual to need some extra advice and guidance on developing your academic skills. The University has a specialist support area- Professional Academic Development (PAD) who can help and support you in a range of areas including:

- The quality of your written assignments
- Your understanding of mathematical or statistical concepts



Learning support

Your organisational skills and how you approach studying

Your time management and prioritising

The strategies you use when reading

Your language skills

Aspects of your IT skills

How you prepare for exams

There is no cost for PAD

Admissions Criteria

**Assessment
Regulations**

Note: Be aware that our regulations change every year

Approved Variations and Additions to Standard Assessment Regulations

N/A

Section B: Course Structure

Unit	Unit Name	Level	Credits	Core or Option	1	2	3	4	5	6	7	8	9
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Section C: Assessment Plan

The course is assessed as follows :

BABAMAAF- BA (Hons) in Business Administration (Marketing) (Honour Stage)

Unit Code	Level	Period	Core/Option	Ass 1 Type code	Ass 1 Submit wk	Ass 2 Type code	Ass 2 Submit wk	Ass 3 Type code	Ass 3 Submit wk	Ass 4 Type code	Ass 4 Submit wk
SHR016-3	6	SEM 1, SEM 2	Core	WR-I	6	EX	15				
MAR031-3	6	SEM 1, SEM 2	Core	WR-I	8	EX-PT	15				
BSS064-3	6	SEM 2, SEM 3	Core	PJ-DIS	11						
MAR034-3	6	SEM 2, SEM 3	Core	IT-PT	8	EX	15				

Glossary of Terms for Assessment Type Codes	
EX	Exam (Invigilated)
IT-PT	Summative in-class test or phase test
PJ-DIS	Coursework - Dissertation Report
WR-I	Coursework - Individual Report

Administrative Information	
School	Department of Strategy and Management
Head of School/Department	Dr Alexander Kofinas
Course Coordinator	Jasmine Hajreza-Tehrani