



Course Information Form

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

Section A: General Course Information

Course Title	BSc (Hons) Business Management with Digital Marketing
Final Award	BSc (Hons)
Route Code	BSBDMAAF / BSDMFAAF
Intermediate Qualification(s)	CertHE Business Management DipHE Business Management with Digital Marketing
FHEQ Level	6
Location of Delivery	University Square Campus, Luton
Mode(s) and length of study	3 year (Full-Time) 4 year (with Foundation year)
Standard intake points (months)	October, February
External Reference Points as applicable including Subject Benchmark	
Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	
HECoS code(s)	100078
UCAS Course Code	

Course Aims

The course is designed with practice-based pedagogy showcasing how leadership, planning, policy-making, technology and responsible innovation underpins the management of a modern business. Provides personal transformational learning experience

Learning support	<p>cognition in the later years of the course. Assessment becomes more nuanced and more demanding in Levels 5 & 6 with the expectation that students will be increasingly able to create their own subject specific knowledge.</p> <p>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; support from your lecturers</p>
Admissions Criteria	<p>https://www.beds.ac.uk/entryrequirements</p> <p>Approved Variations and Additions to Standard Admission</p> <p>n/a</p>
Assessment Regulations	<p>https://www.beds.ac.uk/about-us/our-university/academic-information</p> <p>Note: Be aware that our regulations change every year</p> <p>Approved Variations and Additions to Standard Assessment Regulations</p>

Section B: Course Structure

CW-RW	Coursework - Reflective Writing
EX	Exam (Invigilated)
IT-PT	Summative in-class test or phase test
PJ-COL	Coursework - Collaborative Activitiy
PJ-DIS	Coursework - Dissertation Report
WR-I	Coursework - Individual Report
WR-PR	Coursework - Problem Based Report

Administrative Information

School	School of Leadership and Management
Head of School/Department	Steve McPeake
Course Coordinator	Balal Qayum