Course Specification

Published Date:	21-Sep-2020
Produced By:	Laura Clode
Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	Wolverhampton Business School		
Course Code(s):	BU033T01UV	Full-time	4 Years
	BU033T31UV	Part-time	8 Years
UCAS Code:	N102		
Course Title:	BA (Hons) Business and Marketing Management with Foundation Year		
Hierarchy of Awards:	Bachelor of Arts with Honours Business and Marketing Management Bachelor of Arts Business and Marketing Management Diploma of Higher Education Business and Marketing Management Certificate of Higher Education Business and Marketing Management Foundation and Preparatory Studies Business and Marketing Management University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of DAG approval:	01/Sep/2017		
Last Review:	2020/1		
Course Specification valid from:	2009/0		
Course Specification valid to:	2026/7		

Academic Staff

Course Leader:	Dr Shaukat Ali
Head of Department:	Mrs Sarah Williams

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Not delivered in partnership
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS

2017 Entry

- DD from A level
- BTEC QCF Extended Diploma grade PPP, BTEC QCF Diploma grade MP
- Pass Access to HE Diploma (Full Award)
- If you've got other qualifications or relevant experience, please contact The Gateway for further advice before applying.
- International entry requirements and application guidance can be found here

Other Requirements

Students must have studied a minimum of two years post GCSE level. However, it is expected that some applicants will be mature students with work experience, who wish to further their career development. These applicants will be processed through standard procedures, which may involve an interview as part of the process. Please see http://wlv.ac.uk/mature for further information.

Applicants who do not meet the entry requirements may be offered an alternative course.

Distinctive Features of the Course:

• Strong team of dedicated Marketing and Business lecturers who have many years of teaching experience and expertise in the subject.
• The course places a strong emphasis on employability skills by building skills and confidence employers require e.g. IT skills, project management skills.
• This course draws directly upon the University wide employer engagement agenda and will equip students with real skills for real businesses.
• The course will enable students to understand the requirements, both regulatory and market driven, that would be placed on a business and how this would impact on their role within it.

You can develop the skills and knowledge that you need to study at undergraduate level, building on your strengths and working on your weaknesses, so that you can feel confident that by the end you are ready to commence a degree course, and to apply the skills to undertake the directed and independent learning which will help you to achieve your potential. This will allow you to embark on Level 4 study in an appropriate undergraduate discipline or combined award, confident that you have developed the skills and chosen the most relevant subject area(s) to specialise in, which will allow you to perform strongly at degree level and enhance your career aims.

Educational Aims of the Course:

The Foundation Year will introduce you to studying at university. You will develop your academic and study skills alongside studying modules that introduce you to the disciplines offered by courses across the Faculty. The Foundation Year will therefore provide a springboard for successful study at levels 4, 5 and 6.

The BA (Hons) Business and Marketing Management course aims to provide the student with knowledge and understanding of the activities required to manage a business, and to ensure that it prospers, in a dynamic global business environment. The course will emphasise the role of marketing in underpinning the success of business organisations, while placing this role in the context of other business functions such as HRM. The course will also help the student understand the various types of environment within which a business operates. This will involve investigating issues such as the types of competition that a business will face from their rivals, being aware of the role of stakeholders in the operation of a business and considering how changes in society may impact on the market for a product. The content of the course will be delivered using a wide range of approaches and the student will be encouraged to use e-learning forums to interact with staff and other students.

The course will provide the student with opportunities to advance their ICT skills through the use of application software and digital technologies. The diversity of topic areas covered in the study programme will allow students to develop their own understandings of collective responsibilities as global citizens within their local, national, and international communities.

Opportunities are available to graduates to add value to their skills by studying the Chartered Institute of Marketing Professional Postgraduate Diploma in Marketing qualification or choose to study at Master's level such as our MSc Marketing or MSc in International Business.

Students who successfully complete the course are expected to enhance their job prospects and strengthen their employment opportunities. The course is designed to prepare students for career opportunities in a variety of marketing related areas including product & brand management, account management, sales promotion, marketing research, advertising, interactive marketing and customer relationships within manufacturing, retailing, and service sectors.

As an accredited CIM centre, the course has been designed to obtain maximum exemptions from the Chartered Institute of Marketing (CIM) qualifications. On successful completion of the BA (Hons) Business and Marketing Management course students will be able to get exemption from the CIM Professional Certificate in Marketing and subject to fulfilling certain requirements will further be able to get exemption from the CIM Professional Diploma in Marketing. Other opportunities will be to study the CIM Chartered Professional Postgraduate Diploma in Marketing or study our MSc Marketing course or the MA in International Business. The wide range of relevant skills gained by the end of the course would provide students with opportunities to progress into various business and marketing management positions.

Intakes:

September
January

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2020/1	H	Full Time / Sandwich	£9250.00
2020/1	Overseas	Full Time / Sandwich	£12250.00
2020/1	H	Part Time	£3050.00
2020/1	Overseas	Part Time	£6125.00

PSRB:

None

Course Structure:

January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 1

Module	Title	Credits	Period	Type
3BU002	21st Century Management	20	SEM2	Core
3GK012	Preparing for Success at University	40	SEM2	Core
3GK013	Project-Based Learning	40	SEM1	Core
3BU003	Principles of Business	20	SEM1	Core

Continuing students will follow the programme indicated below:

Module	Title	Credits	Period	Type
3GK006	Extended Project	20	SEM1	Core
3GK005	Critical Thinking	20	SEM1	Core
3BU003	Principles of Business	20	SEM1	Core

January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 2

Module	Title	Credits	Period	Type
4IB004	Business in a Global Context	20	SEM2	Core
4MK006	Introduction to Brand Communication	20	SEM2	Core
4MK005	Marketing Performance Management	20	SEM2	Core
4MK007	Principles of Marketing	20	SEM1	Core
4BU006	Learning for Business Success	20	SEM1	Core
4HR002	Introduction to People at Work	20	SEM1	Core

January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 3

Module	Title	Credits	Period	Type
5IB004	Economics of Managerial Decision-making	20	SEM2	Core
5MK011	Customer Acquisition and Retention	20	SEM2	Core
5MK012	Integrated Marketing Communications	20	SEM2	Core
5HR002	Leading and Managing in Organisations	20	SEM1	Core
5BE001	Entrepreneurial Creativity and Innovation	20	SEM1	Core
5MK006	Marketing Planning	20	SEM1	Core

January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 4

Module	Title	Credits	Period	Type
6BE003	Strategic Management	20	SEM2	Core
6BE002	Strategies for Building Business Success	20	SEM2	Core
6BU011	Business Research Methods	20	SEM2	Core
6MK002	Applied Marketing Strategy	20	SEM1	Core
6MK001	International Marketing	20	SEM1	Core
6BU013	Independent Project	20	SEM1	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 1

Module	Title	Credits	Period	Type
3GK012	Preparing for Success at University	40	SEM1	Core
3BU003	Principles of Business	20	SEM1	Core
3GK013	Project-Based Learning	40	SEM2	Core
3BU002	21st Century Management	20	SEM2	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 2

Module	Title	Credits	Period	Type
4MK007	Principles of Marketing	20	SEM1	Core
4BU006	Learning for Business Success	20	SEM1	Core
4HR002	Introduction to People at Work	20	SEM1	Core
4IB004	Business in a Global Context	20	SEM2	Core
4MK006	Introduction to Brand Communication	20	SEM2	Core
4MK005	Marketing Performance Management	20	SEM2	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 3

Module	Title	Credits	Period	Type
5HR002	Leading and Managing in Organisations	20	SEM1	Core
5BE001	Entrepreneurial Creativity and Innovation	20	SEM1	Core
5MK006	Marketing Planning	20	SEM1	Core
5IB004	Economics of Managerial Decision-making	20	SEM2	Core
5MK011	Customer Acquisition and Retention	20	SEM2	Core
5MK012	Integrated Marketing Communications	20	SEM2	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 4

Module	Title	Credits	Period	Type
6MK002	Applied Marketing Strategy	20	SEM1	Core
6MK001	International Marketing	20	SEM1	Core
6BU013	Independent Project	20	SEM2	Core
6BE003	Strategic Management	20	SEM2	Core
6BE002	Strategies for Building Business Success	20	SEM2	Core
6BU011	Business Research Methods	20	SEM1	Core

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Academic Regulations Exemption:

AFRSC/19/16.2.2 FABSS Undergraduate degrees with Foundation Years.

Section 1.3.1 - Exemption from the standard University Academic Framework allowing for the use of 40 credit taught modules at Level 3 and delivery of these within semesters as follows;

3GK012 Preparing for Success at University (40 credits)

3GK013 Project-Based Learning (40 credits).

Effective date: September 2020.

APPROVED (by Chair's Action on 12/2/2020).

Reference Points:

[UK Quality Code for Higher Education](#)

[Qualifications and Credit Frameworks](#)

[Subject Benchmark Statements](#)

[University Policies and Regulations](#)

Equality Act (2010)

Learning Outcomes:

Foundation Year Course Learning Outcome 1 (UCCLO1)

Can articulate your understanding of a range of facts and theories relating to the subjects studied.

Foundation Year Course Learning Outcome 2 (UCCLO2)

Can complete tasks and address problems that, while well-defined, may be complex and non-routine.

Foundation Year Course Learning Outcome 3 (UCCLO3)

Can interpret and evaluate relevant information and ideas.

Foundation Year Course Learning Outcome 4 (UCCLO4)

Can describe key academic skills and conventions, appropriate to the level of study, and apply them to your work.

CertHE Course Learning Outcome 1 (CHECLO1)

"Demonstrate knowledge of the underlying concepts and principles associated with your area(s) of study, and an ability to evaluate and interpret these within the context of that area of study"

CertHE Course Learning Outcome 2 (CHECLO2)

"Demonstrate an ability to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of your subject(s) of study."

CertHE Course Learning Outcome 3 (CHECLO3)

Evaluate the appropriateness of different approaches to solving problems related to your area(s) of study and/or work

CertHE Course Learning Outcome 4 (CHECLO4)

"Communicate the results of your study/work accurately and reliably, and with structured and coherent arguments"

CertHE Course Learning Outcome 5 (CHECLO5)

Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility

DipHE Course Learning Outcome 1 (DHECLO1)

"Demonstrate knowledge and critical understanding of the well-established principles of your area(s) of study, and of the way in which those principles have developed with an understanding of the limits of your knowledge, and how this influences analyses and interpretations based on that knowledge."

DipHE Course Learning Outcome 2 (DHECLO2)

"Demonstrate the ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context"

DipHE Course Learning Outcome 3 (DHECLO3)

"Demonstrate knowledge of the main methods of enquiry in the subject(s) relevant to the named award, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study"

DipHE Course Learning Outcome 4 (DHECLO4)

"Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis"

DipHE Course Learning Outcome 5 (DHECLO5)

"Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively"

DipHE Course Learning Outcome 6 (DHECLO6)

"Demonstrate the qualities and transferable skills necessary for employment, requiring the exercise of personal responsibility and decision-making and undertake further training, developing existing skills and acquire new competences that will enable them to assume significant responsibility within organisations."

Ordinary Degree Course Learning Outcome 1 (ORDCLO1)

Critically evaluate the application of concepts and principles of marketing and business to a wide range of business organisations and situations.

Ordinary Degree Course Learning Outcome 2 (ORDCLO2)

Critically interpret the interaction of business organisations with the changing external environment in which they operate.

Ordinary Degree Course Learning Outcome 3 (ORDCLO3)

Critically analyse marketing and business information from a range of national and international sources.

Ordinary Degree Course Learning Outcome 4 (ORDCLO4)

"Prepare, using digital methods, a comprehensive range of marketing and business information useful to the management of organisations"

Ordinary Degree Course Learning Outcome 5 (ORDCLO5)

Effectively communicate business and marketing ideas to a variety of specialist and non-specialist audiences

Honours Degree Course Learning Outcome 1 (DEGCLO1)

Critically evaluate the application of concepts and principles of marketing and business to a wide range of business organisations and situations.

Honours Degree Course Learning Outcome 2 (DEGCLO2)

Critically interpret the interaction of business organisations with the changing external environment in which they operate.

Honours Degree Course Learning Outcome 3 (DEGCLO3)

Critically analyse marketing and business information from a range of national and international sources.

Honours Degree Course Learning Outcome 4 (DEGCLO4)

"Prepare, using digital methods, a comprehensive range of marketing and business information useful to the management of organisations"

Honours Degree Course Learning Outcome 5 (DEGCLO5)

Effectively communicate business and marketing ideas to a variety of specialist and non-specialist audiences

Honours Degree Course Learning Outcome 6 (DEGCLO6)

"Propose, undertake and present an independent study project that analyses a key issue in the area of business and marketing management"

Overview of Assessment:

Module	Title	Course Learning Outcomes
3BU002	21st Century Management	UCCLO1, UCCLO3, UCCLO4
3BU003	Principles of Business	UCCLO1, UCCLO3, UCCLO4
3GK012	Preparing for Success at University	UCCLO2, UCCLO4
3GK013	Project-Based Learning	UCCLO2, UCCLO4
4BU006	Learning for Business Success	CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5
4HR002	Introduction to People at Work	CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5
4IB004	Business in a Global Context	CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5
4MK005	Marketing Performance Management	CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5
4MK006	Introduction to Brand Communication	CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5
4MK007	Principles of Marketing	CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5
5BE001	Entrepreneurial Creativity and Innovation	DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6
5BU005	Supervised Work Experience	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5HR002	Leading and Managing in Organisations	DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6
5IB004	Economics of Managerial Decision-making	DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6
5MK006	Marketing Planning	DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6
5MK011	Customer Acquisition and Retention	DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6
5MK012	Integrated Marketing Communications	DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6
6BE002	Strategies for Building Business Success	DEGCLO1, DEGCLO2, DEGCLO4, DEGCLO5, ORDCLO1, ORDCLO2, ORDCLO4, ORDCLO5
6BE003	Strategic Management	DEGCLO1, DEGCLO2, DEGCLO4, DEGCLO5, ORDCLO1, ORDCLO2, ORDCLO4, ORDCLO5
6BU011	Business Research Methods	DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO4, ORDCLO5
6BU013	Independent Project	DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO4, ORDCLO5
6MK001	International Marketing	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6MK002	Applied Marketing Strategy	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5

Teaching, Learning and Assessment:

The students' knowledge of business methodologies and marketing concepts is developed throughout all three years of the programme. The programme as a whole will provide the students' with opportunities to develop skills relevant to the first graduate attribute identified under 'A Curriculum of Opportunity'.

Skills relating to research methods and analytical techniques are initially developed at Level 4 in the modules 4BU006 Learning for Business Success. The skills are used across the Level 5 modules, but are specifically deepened and widened in 5IB004 Economics of Managerial Decision-making. The final stage in developments

of research skills will occur at Level 6 as part of the module 6BU011 Business Research Methods. The students will be able to demonstrate their research and analytical skills during the third year of the programme, specifically in in the project/dissertation/case study module 6BU013 Independent Project. The modules discussed above will give the students opportunities to develop skills in relation to the second graduate attribute identified under 'A Curriculum of Opportunity'.

Interactive lectures, seminars and workshops will be used during face-to-face sessions to enhance learning and build up a peer support network that will provide additional support when collaborating online. VLE forums will be used for online collaboration where appropriate.

The course's modules employ a variety of assessment methods, including report writing, time-constrained assignments, presentations, in-class tests, portfolios, essays, and an independent project. All assessments will be conducted according to the University Assessment Policies and Procedures. Procedures for submission and feedback will be made available for all assessment and communicated to students electronically via the VLE. Below is an indicative list of assessment types:

• Writing reports and essays to show breadth and depth of understanding
• Case study analysis
• Making presentations, both individual and group
• Multi-choice tests
• Dissertations / Projects
• Time-constrained assignments
• Portfolios and learning log/journals
• Assessed group activity (including peer appraisal)

Assessment Methods:

At the University of Wolverhampton, a variety of modes of assessment will be used to support and test your learning and progress and to help you develop capabilities that are valued beyond your University studies and into your working life. Your course may include a variety of assessment activities:

Written examinations (including online examinations, open and closed book examinations and quizzes) Coursework (for example, essays, reports, portfolios, project proposals and briefs, CVs, poster presentation) Practical (for example, oral and video presentations, laboratory work, performances, practical skills assessment)

In the final year of your undergraduate degree, and at the end of your postgraduate degree, you are likely to be expected to write an extended piece of work or research, such as a dissertation or a practice-based piece of research.

Student Support:

General University support

University Learning Centres are the key source of academic information for students. Learning Centres provide physical library resources (books, journal, DVDs etc.) and offer a range of study areas to allow students to study in the environment that suit them best: Social areas, quiet and silent areas. Learning Centres also provide access to wide range of online information sources, including eBooks, e-Journals and subject databases.

Learning Centres also provide students with academic skills support via the Skills for Learning programme. Students on campus can attend workshops or ask for one-to-one help on a range of skills such as academic writing and referencing. Students can access a range of online skills material at: www.wlv.ac.uk/lib/skills

The University Student Support website offers advice on a variety of matters (careers, counselling, student union advice, etc.) Students can also access these services by booking appointment with the SU, careers, counselling services, etc.

Course Specific Support

There are a number of levels of support available for learning:

Each student will be allocated a personal tutor. Personal tutors maintain regular communication (virtual and/or face-to-face) with each of their designated tutees. Follow up meetings are arranged with students who are not making satisfactory progress or who are at risk of withdrawal. Personal tutors assist the student in their personal and academic development, planning and progression. They will also help the student to liaise with other staff and support facilities in their school, the faculty and the University, including study skills support.

The course leader will monitor the academic and experiential quality of the course through Course Committee, focus groups and other channels. The course leader also supports and directs students proactively on the course, both collectively and individually, and will respond to inquiries and requests from students with regard to the academic programme of study.

The Faculty Enabling Tutor liaises with the Student Enabling Centre (SEC) regarding provision for specific disabled students and disseminates information from the SEC to staff. The Faculty Enabling Tutors also monitor requests for, and provision of, specific examination and assessment arrangements, publicise 'surgery' arrangements and make available time to meet with individual disabled students to enable them to discuss their own school-specific disability issues where necessary. The tutor takes a pro-active role in monitoring the welfare and academic progress of disabled students within the school.

In-class assessments are arranged by the module tutor. The module tutor will, where appropriate, ensure that arrangements are made for students requiring special consideration These arrangements will apply to those students who have been identified as having special learning requirements.

Members of the Learning Centres are invited to speak to students about accessing printed and electronic resources and provide support for research. LIS also provide a number of electronic resources including podcasts, which can support distance learners in these areas. The 'skills for learning' skills support facility can be accessed electronically via www.wlv.ac.uk/lib/skills

Each module also provides an extensive reading list and suggestions for web-based and other electronic resources. The VLE system is widely used in all modules for a variety of pedagogical and more practical purposes relating to the dissemination of information and the submission of student work.

Employability in the Curriculum:

Teamwork is a key employability skill and is at the heart of effective management and organisational functioning. It is also a powerful learning strategy that is used throughout this course.

The overarching aim at each level is:

Level 4: Students will gain team-work experience from group presentations and group reports, and self-work experience from individual tests. This will contribute to their development of independent study skills.

Level 5: Formative and summative assessments are designed to develop the student's ability in terms of deepening knowledge and providing tactical solutions at an operational level.

Level 6: Formative and summative assessments are designed to develop the student's ability in terms of thinking strategically and making strategic business decisions based upon a detailed knowledge of business methodologies and marketing concepts.