

DEFINITIVE COURSE RECORD

Course Title	BA (Hons) Business and Management (Marketing)
Awarding Bodies	University of Suffolk
Level of Award ¹	FHEQ Level 6
Professional, Statutory and Regulatory Bodies Recognition	None
Credit Structure ²	360 Credits Level 4: 120 Credits Level 5: 120 Credits Level 6: 120 Credits
Mode of Attendance	Full-time and part-time
Standard Length of Course ³	3 years full-time 4 to 9 years part-time
Intended Award	BA (Hons) Business and Management (Marketing)
Named Exit Awards	DipHE Business and Management CertHE Business and Management
Entry Requirements ⁴	2018 entry: 112 UCAS tariff points (or above), BBC (A-Level), DMM (BTEC) GCSE Maths at grade C or above (or equivalent) Applicants may be expected to attend an interview as part of the application process
Delivering Institution(s)	University of Suffolk at West Suffolk College
UCAS Code	N100

This definitive record sets out the essential features and characteristics of the BA (Hons) Business and Management (Marketing) course. The information provided is accurate for students entering level 4 in the 2019-20 academic year⁵.

Course Summary

This course develops creativity, enterprise, problem solving and decision making abilities through a range of skills and knowledge relevant to business and management. It is designed to meet employers' needs and to create graduates who have a sound grasp of business, leadership and management. The course allows students to pursue a specialist interest in marketing and to relate this specialism to a range of professional requirements. The course enables students to appreciate the importance of the social, political, ethical, technological,

¹ For an explanation of the levels of higher education study, see the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2014\)](#)

² All academic credit awarded as a result of study at the University adheres to the [Higher education credit framework for England](#).

³ Where the course is delivered both full-time and part-time, the standard length of course is provided for the full-time mode of attendance only. The length of the part-time course is variable and dependent upon the intensity of study. Further information about mode of study and maximum registration periods can be found in the [Framework and Regulations for Undergraduate Awards](#).

⁴ Details of standard entry requirements can be found in the [Admissions Policy](#)

⁵ The University reserves the right to make changes to course content, structure, teaching and assessment as outlined in the [Admissions Policy](#).

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environmental and global contexts in which businesses operates. It also provides students with a range of opportunities to develop the attitudes, skills and abilities necessary to work in an international business environment and to develop an awareness and appreciation of different cultural values. Students' work is assessed through a mixture of written assignments, case study reports, e-portfolios, presentations and examinations. Upon graduation, students can progress to employment in a professional area. This degree also helps those individuals already working in the business sector to gain promotion and become more confident with the decisions they make in the work place. The qualification provides students with the required credits to progress on to a Masters qualification or a MBA. Students are able to progress to a range of professional qualifications including those offered by the Institute of Leadership and Management, the Chartered Institute of Marketing or the Chartered Management Institute.

Course Aims

The overall aim of the BA (Hons) Business and Management programmes is to equip students with the knowledge, skills and experience that will enable them to be 'professionally ready' on graduation. The programme provides broad coverage of the key functions of business, leadership, management and marketing and enables students to appreciate the importance of the social, political, ethical, technological, environmental and global contexts in which organisations operate. The programme also provides opportunities for students to develop creativity, communication, problem solving, time management and decision making abilities through a range of skills and knowledge relevant to modern business and professional contexts. This is partly facilitated through the opportunities provided to investigate current issues within the business and professional environments.

This overall aim embraces a number of distinct aims:

- To provide students with a systematic understanding of key aspects of business and management through a coherent and integrated programme of study.
- To develop conceptual understanding that enables students to devise and sustain arguments, use established techniques of analysis to solve problems and describe and comment on current research in business management.
- To prepare students for a career in business and/or management by developing personal and professional skills that will support communication, group interaction, information finding, analysis and problem solving during the period of study and future career development.
- To provide students with a valuable and positive learning experience in your academic studies.

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Course Learning Outcomes

The following statements define what students graduating from the BA (Hons) Business and Management (Marketing) course will have been judged to have demonstrated in order to achieve the award. These statements, known as learning outcomes, have been formally approved as aligned with the generic qualification descriptor for level 4/5/6 awards as set out by the UK Quality Assurance Agency (QAA)⁶.

The BA (Hons) Business and Management (Marketing) course will enable you to further develop the following generic skills and contextualise them in students' professional activities.

Students completing level six on the Marketing pathway will have demonstrated their ability to:

- 6.1 Demonstrate a systematic understanding of key aspects of business management, including acquisition of coherent and detailed knowledge
- 6.2 Critically analyse, evaluate, apply and interrelate knowledge and skills developed on the programme
- 6.3 Demonstrate qualities and transferable skills necessary for employment
- 6.4 Demonstrate an ability to deploy accurately established techniques of analysis and enquiry within business management
- 6.5 Demonstrate the ability to devise and sustain arguments, and to solve problems using a variety of ideas and techniques
- 6.6 Demonstrate an appreciation of the uncertainty, ambiguity and limits of knowledge
- 6.7 Demonstrate evidence of thorough understanding of application of theory in practical situations
- 6.8 Demonstrate the acquisition of problem solving techniques, including the ability to accurately collect, collate and analyse information and data which will lead to both valid and reliable outcomes.
- 6.9 Analyse the influence of organisational policies and behaviours
- 6.10 Identify and analyse the factors which influence the formation of marketing strategies
- 6.11 Understand the strategic implications of disruptions to traditional markets
- 6.12 Analyse the emerging themes within the digital marketing environment

Course Design

The design of this course has been guided by the following QAA Benchmarks

- Business and Management (2015)

⁶ As set out in the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2014\)](#)

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Course Structure

The BA (Hons) Business and Management (Marketing) comprises modules at levels 4, 5 and 6.

Module Specifications for each of these modules is included within the course handbook, available to students on-line at the beginning of each academic year.

Module title	Credits	Module type ⁷	Delivery point
Level 4 modules			
Principles and Functions of Management	20	R	SEM1
Law for Business	20	R	SEM1
Developing Professional and Academic Skills	20	R	SEM1
Business Planning and Entrepreneurship	20	R	SEM2
Financial Awareness for Businesses	20	R	SEM2
Marketing a Business Organisation	20	R	SEM2
Level 5 modules			
Managing Organisational Behaviour	20	R	SEM1
Marketing and Sales Management	20	R	SEM1
Multichannel Marketing	20	O	SEM1
Customer Relationship Marketing	20	O	SEM2
Contemporary Issues in the Global Business Environment	20	M	SEM2
Research Methods	20	M	SEM2
Level 6 modules			
Professional Futures, Ethics and Sustainability	20	R	SEM1
Digital Strategy	20	M	SEM1
Developing Management in Practice	20	M	SEM2
International Marketing Strategies	20	R	SEM2
Dissertation (Marketing focus)	40	M	SEMY

Awards

On successful completion of the course, students will be awarded a BA (Hons) Business and Management (Marketing). Students who leave the course early may be eligible for a DipHE Business and Management on successful completion of 240 credits including the mandatory module at level 5, or a CertHE Business and Management on successful completion of 120 credits.

⁷ Modules are designated as either mandatory (M), requisite (R) or optional (O). For definitions, see the [Framework and Regulations for Undergraduate Awards](#)

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Course Delivery

The course is delivered at the University of Suffolk at West Suffolk College. Students studying on the BA (Hons) Business and Management (Marketing) are likely to have approximately 38 contact hours per module. The contact hours will be a mix of lectures, seminars and academic tutorials. Modules will include set guided reading that will be given in preparation of the weekly learning session. The University's Employability and Careers Team will speak to the students and offer support through a range of presentations and workshops. Students will normally be expected to undertake 20 hours of independent study in an average week per module, but should be prepared for this to vary based on assignment deadlines and class tasks.

Each level will offer a module which develops professional and employability skills. At Level 4 'Developing Professional and Academic Skills' will allow the student to develop and practice management and leadership skills across a range of contexts. At Level 5 the module 'Managing Organisational Behaviour' will facilitate a work based project opportunity for each student. At Level 6 the module 'Developing Management in Practice' will support an organisational based activity which requires professional skills development at an operational level.

Course Assessment

A variety of assessments will be used on the course to enable students to experience and adapt to different assessment styles. The assessment methods used will be appropriate to assess each module's intended learning outcomes. Assessment on the course overall will be mainly coursework including reports, essays, e-portfolios, presentations, projects and examinations at each level. In the modules, 'Managing Organisational Behaviour' and 'Marketing and Sales Management' employers are involved in the assessment processes via site visits and presentations.

Course Team

The academic staff delivering this course are qualified in their subjects and use their own professional experience and specialist knowledge to contribute to the planning and delivery of the module. A range of expert speakers support assessment and delivery.

Course Costs

Students undertaking BA (Hons) Business and Management (Marketing) will be charged tuition fees as detailed below.

Student Group	Tuition Fees
Full-time UK/EU	£9,250 per year
Part-time UK/EU	£1,454 per 20 credit module
Full-time International	£11,790 per year
Part-time International	£1,965 per 20 credit module

Payment of tuition fees is due at the time of enrolment and is managed in accordance with the Tuition Fee Policy. There are no additional costs other than the usual stationery items and text books.

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Academic Framework and Regulations

This course is delivered according to the Framework and Regulations for Undergraduate Awards and other academic policies and procedures of the University and published on the [website](#).