



LEEDS
BECKETT
UNIVERSITY

Course Specification

BA (Hons) Business Management with Marketing

Course Code: BABMM

2019/20

leedsbeckett.ac.uk

BA (Hons) Business Management with Marketing

Material Information Summary for 2019/20 Entrants

Confirmed at 09/10/2018

General Information

Award	BA (Hons) Business Management with Marketing
Contained awards	BA Business Management with Marketing Diploma of Higher Education Business Management with Marketing Certificate of Higher Education Business Management with Marketing
Awarding Body	Leeds Beckett University
Level of Qualification & Credits	Level 6 of the Framework for Higher Education Qualifications, with 120 credit points at each of Levels 4, 5 and 6 of the UK Credit Framework for Higher Education (360 credits in total)

Course Lengths & Standard Timescales

The standard start date for Leeds Beckett University induction week is reproduced below and relates to the majority of students starting a course in September 2019. A proportion of courses have alternate start dates which are displayed on the online prospectus and additionally will be notified to the students concerned via the offer letter. Non-September starters will also have their start dates confirmed in their offer letters

- 3 years (full time, campus based)
Starts 16th September 2019 / Ends June 2022
- 4 years (full time, campus based with a one year work placement)
Starts 16th September 2019 / Ends June 2023
- 6 years (part time, campus based)
Starts 16th September 2019 / Ends June 2025

Part Time Study

PT delivery is usually at half the intensity of the FT equivalent course, although there may be flexibility to increase your pace of study to shorten the overall course duration. Some modules may be delivered in a different sequence to that advertised within this Course Specification but the modules offered within each level are as advertised. Please note that the work placement option is not available to PT students.

Location(s) of Delivery	City Campus, Leeds
Entry Requirements	Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: http://www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning/
Course Fees	Course fees and additional course costs are confirmed in your offer letter

Timetable Information

Timetables will be made available to students during induction week via:

- i) The Student Outlook Calendar
- ii) The Student Portal
- iii) The Leeds Beckett app

Any difficulties relating to timetabled sessions can be discussed with your Course Administrator.

Policies, Standards and Regulations <http://www.leedsbeckett.ac.uk/public-information/>

There are no additional or non-standard regulations which relate to your course

Key Contacts

Your Course Director	Dr Nehal Mahtab
Your Academic Advisor	To be confirmed on arrival
Your Course Administrator	Sarah Petty (H4), Olivia Clarkson (H5) & Janine Herbert-Niles (H6)

Placement Information

Summary	Placements are recognised and valued by employers and enhance your employability and preparedness for life after graduation. If you chose to undertake a placement, our Placements Teams will work with you to identify an appropriate opportunity either in the UK or overseas. Contact Placement Team representatives at either City Site or Headingley for further information. Please note that the costs associated with work placements are not funded by the university (eg travel/ accommodation).
Length	Students have the option to undertake a full placement year between L5 and L6, for 48 weeks, and an optional module at H6, Work Placement, may be taken to report on the placement year.
Location	None specified

Professional Accreditation or Recognition Associated with the Course N/A

Course Overview

The aims of the programme are:

- To provide an academic and vocationally oriented curriculum which develops a comprehensive knowledge, appreciation and understanding of the structures, concepts and processes involved in the management and leadership of organisations and the changing macro, micro and meso environments in which they operate.
- To develop the coherent core of management and leadership principles and concepts that can be applied to a wide range of business, legal, policy and other contexts, in order to facilitate a stimulating learning environment which fosters a critical, creative, innovative, reflective, analytical and challenging approach to the study of business, management and marketing.
- To provide and enable a critical appreciation of the analytical frameworks across the different schools of leadership thoughts in order to provide opportunities that would develop the students' capabilities to take positive initiatives, respond effectively to new ideas, adapt to changing circumstances, and address multi-faceted problems with an open mind and flexible stand point.
- To enhance graduate skills and employability through the embedding of a portfolio of business, management and marketing competencies transferable to the workplace, laying the foundation for flexible future career development.

The award offers potential graduate opportunities for the development of specific business management and leadership competences and transferable skills (developed from the graduate attributes). The BA (Hons) Business Management with Marketing award is accompanied by additional pathway awards at H5 and H6 in a more specific route which is related to business and management yet also permits a focus on a third subject in more detail.

Thus the emphasis of the award is to enable the rigorous achievement of a Business and Management education, but also through the professional accreditation, which will enable students to graduate with demonstrable competencies enabling opportunities in a wide range of professional areas or further study.

Course Learning Outcomes

At the end of the course, students will be able to:

- 1 Evaluate and explore the contribution management makes to understand and inform business behaviour and performance through the analysis of complex and multi-faceted problems from a range of natural, global and political contexts.
- 2 Creatively synthesise, apply, and appreciate the limitations of management and leadership concepts in complex business and marketing contexts on a local and global level, employing digital tools, media and other digital technologies to acquire, analyse and communicate information to a professional standard.
- 3 Critically appreciate the management and leadership frameworks arising from different schools of thought as they apply to local, national and global business and marketing environments relevant to the contemporary workplace in which they operate, and their policy consequences.
- 4 Employ relevant methods to understand the business market and the mixed economy, and show initiative and enterprise in identifying and acquiring the skills necessary to seek and secure opportunities within such markets.

- 5 Evaluate and demonstrate the role Leaders and Business and Marketing practitioners play in relation to corporate and personal social responsibility, inclusivity and full and fair business engagement with stakeholder communities.

Teaching and Learning Activities

Summary

A variety of teaching techniques are used, ranging from traditional lectures, to workshop-based computer software employed for problem solving; supervision and mentorship of group-based Consultancy Project; tutor-directed case studies; experimental work in Managerial Decision Making to simulate decision-making in situations of uncertainty; testing of alternative theories by acquiring and analysing data; the use of feed-forward as a means of teaching and learning e.g. by allowing students to consider past submissions, suitably conditioned for student use; MyBeckett based diagnostic tests for skills in Literacy, Numeracy and IT; use of Podcasts and the use of the Bloomberg Suites. Student development is supported at a wider level through the Employability and Placements Office together with sessions through the Skills for Learning programme which facilitate practical activity designed to enhance business and professional skills.

Our choice of learning and teaching activities is then governed by the degree to which they allow students to achieve the module learning outcomes, and thus the course learning outcomes. Learning and teaching activities become more complex with the levels, developing skills typical of the levels consistent within the University Taxonomy, as follows:

H4: Knowledge and Understanding

H5: Analysis, application and reflection.

H6: Critical reflection and prescriptive solutions.

These are mirrored in the Level Skills Specification of the Graduate Attributes.

At the same time, the context within which students develop these skills differs with the levels: at Level 4 the context of learning is typically simple and tutor-controlled; at Level 5 it is more complex but still largely tutor - controlled; at Level 6 it becomes complex/dynamic, open-ended and involves considerable student discretion.

Your Modules

(Correct for students progressing through the programme within standard timescales. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable).

Level 4 Core Modules (2019/20 for FT students and 2019/20 and 2020/21 for standard PT students)

Understanding Markets and Customers

Data Analytics and Management

Accounting and Finance for Managers

Managing, Organisations and People

Global Economic Awareness

Business in Action

Level 5 Core Modules (2020/21 for FT students and 2021/22 and 2022/23 for standard PT students)

Managerial Decision Making

Global Management Practice

Marketing Research

Financial Management

Operations and Supply Chain Management

Marketing Planning

Level 6 Core Modules (2021/22 for FT students, 2022/23 for sandwich placement students and 2023/24 and 2024/25 for standard PT students)

Strategic Marketing

Business Strategy

Governance, Ethics and Corporate Social Responsibility **OR** Work Placement (*Sandwich students only*)

Digital Marketing **OR** Contemporary Brand Management

Strategic HRM for Leaders

Consultancy Project (Year Long)

Assessment Balance and Scheduled Learning and Teaching Activities by Level

The assessment balance and overall workload associated with this course are calculated from core modules and a sample of option module choices undertaken by a typical student. They have been reviewed and confirmed as representative by the Course Director.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, placement activities and independent study. Sandwich placement years spent out of the University are not be included in the calculation unless they are credit bearing and attributed to a level of the course. Modules may have more than 1 component of assessment.

Assessment Balance	Level 4	Level 5	Level 6
Examination	45%	12%	10%
Coursework	40%	78%	84%
Practical	15%	10%	6%
Overall Workload			
Teaching, Learning and Assessment	216 hours	231 hours	365 hours
Independent Study	984 hours	969 hours	836 hours
Placement			

Learning Support

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to specialist professional services as appropriate. They can give you a confirmation of attendance letter, and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

If you have any questions about life at our University in general, call into or contact the Student Hub on either campus to speak to our Student Experience Team. This team, consisting of recent graduates and permanent staff, are available to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. There is a Student Hub on the ground floor of the Rose Bowl at City Campus and one in Campus Central at Headingley. You can also find the team in the Gateway in the Leslie Silver Building at City Campus. The telephone number is 0113 812 3000, and the e-mail address is StudentHub@leedsbeckett.ac.uk.

Within MyBeckett you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The **Support** tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration.

The **Opportunities** tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.