

BSc (Hons) Business and Marketing

BAM110-F-UBM-SX-03 Full-time

Awarding Institution University of Bolton

Teaching Institution UoB Manchester

HECOS Code 100075

Language Of Study English

Notes:

Professional Accreditation

None Associated with this programme

Programme Awards

Title	Type	Level	Description
Honours Degree (BSc (Hons))	Final Award	Level 6	Business and Marketing
Diploma of Higher Education (DipHE)	Exit or Fallback Award	Level 5	Business and Marketing
Certificate of Higher Education (CertHE)	Exit or Fallback Award	Level 4	Business and Marketing

Benchmark Statements

The following benchmark statements apply to this programme:

- QAA - Business and Management 2019

Internal and External Reference Points

1. Office for Students Sector Recognised Standards
2. UK Quality Code for Higher Education
3. The University of Bolton awards framework

Other Points of Reference

No other references apply to this Programme.

General Entry Requirements

You should have a minimum of two GCE A2-level passes (or equivalent), including any subject and five GCSEs at grade C or above (or equivalent), including English Language. If English is not your first language you will need to complete a Secure English Language Test at IELTS 6.0 or equivalent. You may be required to attend an interview and/or provide a portfolio of work.

Additional Criteria

- If you have non-traditional entry qualifications and relevant experience, or a suitable portfolio of work that we consider a reasonable substitute for the qualifications we typically accept for this course, then we will be happy to consider your application (attached NSA form to be completed).
- You may be required to attend an interview and/or provide a portfolio of work.
- If English isn't your first language, you'll also need IELTS 6.0 with no less than 5.5 in any band (or equivalent). We also accept a range of other English language qualifications (attached)

Additional Admission Matters

There are no additional Admission Matters associated with this Programme.

Aims of the Programme

The principal aims of the programme are to:

- Offer a rigorous academic course of study at a level appropriate to an honours degree that will provide successful students with a sound foundation in business and marketing in particular. This understanding of the business world will enable them to follow a career in marketing or to identify and choose from a range of career options and professions within business

- Enable students to understand and apply current technical language and practices in a range of business and marketing
- Enable students to develop a wide range of intellectual and analytical abilities relevant to business and management in general and appropriate to an honours degree, including the ability to think critically and independently and analyse and synthesise effectively
- Develop the transferable skills necessary for students' personal development as lifelong independent learners and for their ability to respond positively to change during their careers and be able to continually develop professionally
- Provide an education in the terminology, concepts, principles and techniques utilised in business and management
- Enable students to appreciate the importance of the social, political, ethical, technological, environmental and global contexts in which business and marketing operates
- Provide students with a range of opportunities to develop the attitudes, abilities and competences to work in a business environment, both home and international, and to develop the awareness and appreciation of different ethical and cultural values

Distinctive Features of the Programme

- You will experience both pastoral and tutor support throughout your learning
- Two days a week lecture and seminars, one of which will take place virtually
- Leading guest speakers from the business industry that will help to develop your professional and transferable skills and support your career development

Learning Outcomes

Knowledge & Understanding

On completion of the programme successful students will be able to demonstrate systematic knowledge and understanding of:

- Business organisations with reference to their structure, functions, sources of power, management, culture and their ability to respond effectively to a changing environment
- The influence of social, political, ethical, technological, environmental, legal and global contexts in which businesses operate
- Range of decision making methods and supporting analytical tools available to managers to formulate and implement business decisions
- Comprehend and critically appraise the role and function of marketing within the organisation with specific reference to Marketing Communications, Consumer Behaviour, Business to Business Marketing and International Marketing
- Other contemporary business issues such as globalisation, corporate social responsibility, diversity, entrepreneurship and risk management that can influence an organisation's performance

Cognitive, Intellectual or Thinking Skills

On completion of the programme successful students will be able to demonstrate the ability to:

- Comprehend and critically evaluate different theoretical approaches in business
- Solve complex problems and generate effective solutions
- Reflect effectively and be critically self-aware, and open to a range of differences with respect to people and cultures, in reaching independent judgements
- Critically appraise and apply appropriate quantitative and qualitative techniques and skills

Practical, Professional or Subject-specific Skills

On completion of the programme successful students will be able to demonstrate the ability to:

- Communicate effectively in professional manner using a range of media appropriate for the business environment
- Conduct independent research into business and marketing issues, plan and execute a case study-based project into such issues
- Perform effectively as an individual, team member and a manager using a range of interpersonal skills
- Appreciate the relevance of multidisciplinary and multicultural approaches to business and management

Transferable, Key or Personal Skills

On completion of the programme successful students will be able to demonstrate the ability to:

- Manage themselves effectively in terms of time, planning, behaviour, motivation, initiative and enterprise
- Use a range of interpersonal skills such as effective listening, negotiating, persuasion and presentation
- Use ICT effectively for business applications
- Recognise and be aware of cultural differences with respect to communication and professional behaviour
- Clearly communicate complex ideas either verbally and/or in writing, and construct coherent arguments using language appropriate to your programme of study.

Programme Structure

This Bachelor's degree programme comprises of 360 credits in total, with 120 credits awarded at each Level. All modules are core and there are no options. Fall back awards are given to those students who do not gain the full 360 credits required for the BSc (Hons).

Validated Modules

Title	Module Code	COE ¹
Academic and Professional Skills	BAM4014	C
Business environment	BAM4015	C
Economics for Business	BAM4021	C

Business Finance	BAM4022	C
Managing Human Resources	BAM5016	C
Principles and Practice of Marketing	BAM5018	C
Marketing Communications	BAM5017	C
Legal Aspects of Business	BAM5015	C
Business Strategy	BAM6013	C
Consumer Behaviour	BAM6014	C
Digital Marketing	BAM6015	C
Undergraduate Major Project	BAM6020	C

¹Core, Optional, Elective

Learning & Teaching Strategies

The programme will be delivered using an active blended learning approach, combining face to face with virtual deliveries. A range of learning and teaching methods will be employed, including lectures, seminars, discussion groups, workshops and guest speakers. The teaching team will use a range of learning and teaching methods in order to respond to the varying learning styles of students and to encourage the students to become an effective independent learner. As prospective students will come from a variety of backgrounds, including differing educational, ethnic and national cultures, it is understood that their learning needs may differ so a range of learning and teaching methods will be utilised. This programme adopts a blended style of learning and teaching including online delivery and engagement where appropriate.

Learning Activities (KIS entry)

Course Year	Level 3	HE4	HE5	HE6	HE7
Scheduled learning and teaching activities	n/a	24%	24%	24%	n/a
Guided independent study	n/a	76%	76%	76%	n/a
Placement/study abroad	n/a	n/a	n/a	n/a	n/a

Assessment Strategy

Assessment tasks are linked to the learning outcomes of each module and are completed before and after the end of the module. Module assessments are typically either coursework or examination or a combination of both. Other types of assessment may include in-class tests, coursework, assignments, major project, presentation or projects.

Assessment Methods (KIS entry)

Course Year	Level 3	HE4	HE5	HE6	HE7
Written exams	n/a	12%	12%	n/a	n/a
Coursework	n/a	63%	50%	71%	n/a
Practical Exams	n/a	25%	38%	29%	n/a

Assessment regulations

Assessment Regulations for Undergraduate Programmes apply to this programme.

Grade Bands & Classifications

Undergraduate Honours Degree

Regulations can be found at: <http://www.bolton.ac.uk/studentinformation-policyzone/Home.aspx>

Role of External Examiners

External examiners are appointed for all programmes of study. They oversee the assessment process and their duties include: approving assessment tasks, reviewing assessment marks, attending assessment boards and reporting to the University on the assessment process.

Support for Student Learning

- The programme is managed by a Head of School / Deputy Head of School
- Welcome Week introduced the student to the University and their programme
- Each student will be allocated a Personal Development Tutor (PDT) who is responsible for support and guidance
- Feedback is available on formative and summative assessments
- Employability lunch time and industry exposure sessions, with the opportunity to develop skills for employment
- The iCentre provides a one-stop shop for information and advice
- Comprehensive guidance is available from the University Support Services including accommodation advice, counselling, financial and careers advice, and support via the University disability team as appropriate
- Multi faith prayer room available for students from different traditions, faiths and world-views

- Library Resource Centre (LRC) support available for Kortext or IT related issues and accessing university e-library facilities
- The Student Union advice services
- Dedicated academic tutor support throughout the programme
- Programme handbooks and module guides which provide information about the programme and University regulations
- The online VLE student information – all regulatory, policies, programme and module information in one place

Methods of Evaluating & Enhancing the Quality of Learning Opportunities

- Student Staff Liaison Committees
- Module evaluations by students
- Programme and University Student Surveys
- Annual quality monitoring and action planning through Programme Plans including data analysis, Subject Quality Enhancement Plans, School Quality Enhancement Plans, University Quality Enhancement Plan
- Peer review/observation of teaching
- Professional development programme for staff
- External Examiner reports

Sources of Information

Audit Notes

The following changes were made from the previous version of this Programme:

Module Amendments approved via Standing Approval Panel. Sign off in September 2024.
