



LEEDS
BECKETT
UNIVERSITY

Course Specification

BAH Business Management with Marketing

Course Code: BABMM

2024/25

leedsbeckett.ac.uk

BA (Hons) Business Management with Marketing (BABMM)

Applicant Facing Course Specification for 2024/25 Undergraduate Entrants

Confirmed at 01/2024

General Information

Award	Bachelor of Arts with Honours Business Management with Marketing
Contained Awards	Bachelor of Arts Business Management with Marketing Diploma of Higher Education Business Management with Marketing Certificate of Higher Education Business and Management
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	<p>Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is confirmed below:</p> <p>The format is:</p> <ul style="list-style-type: none">• 3 years (full time, campus based)• 4 years (full time, campus-based, sandwich)• 6 years (part time, campus-based)
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 defined within this information set but the modules offered within each level are consistent. Please note that the work placement option is not generally available to PT students.

Location(s) of Delivery	City Campus, Leeds Some sessions may also be delivered online or at Headingley campus, where appropriate
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: https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/ . Admissions enquiries may be directed to: AdmissionsEnquiries@leedsbeckett.ac.uk .
Course Fees	Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to fees@leedsbeckett.ac.uk .

Timetable Information

Timetables for Semester 1 will be made available to students during induction week via:

- i. The Student Portal (MyBeckett)
- ii. The Leeds Beckett app

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

Policies, Standards and Regulations (www.leedsbeckett.ac.uk/academicregulations)

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

Key Contacts

Your Course Director	Alistair Macauley
Your Academic Advisor	Kerry Courtney / Sarah Douglas-Lee
Your Course Administrator	Millie Dagless businessadmin@leedsbeckett.ac.uk

Sandwich or Other 'In Year' Work Placement Information

Summary

Placements are recognised and valued by employers and enhance students' employability and preparedness for life after graduation. If students choose to undertake a placement, our Placements Teams will work with them to identify an appropriate opportunity either in the UK or overseas. Students may undertake a 48-week placement between Level 5 and Level 6. This is typically a paid, audited and monitored placement.

Length

Normally 48 weeks

Location

Students will usually be placed with various companies in the Leeds region, but placements can be undertaken nationally or internationally.

Professional Accreditation or Recognition Associated with the Course

Professional Body

The Chartered Institute of Marketing (CIM)

Accreditation/ Recognition Summary

This course has been awarded Graduate Gateway (GG) status with The Chartered Institute of Marketing. After graduating with a 2:2 classification or higher, students will be exempt from L4 Certificate in Professional Marketing modules 'Applied Marketing and Planning Campaigns'. You would be required to pass one further elective module to obtain the L4 Certificate in Professional Marketing or Certificate in Professional Digital Marketing qualification.

Professional Body

CIMA – Chartered Institute of Management Accountants.

Successful completion of this programme provides conditional exemption from CIMA examinations BA1 – BA4. You must register with CIMA and supply documentary evidence to verify your eligibility for exemption following graduation. A pass mark of 40% is required for some modules.

Course Overview

Aims

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.
- Develop the coherent core of management and leadership principles and concepts that can be applied to a wide range of business and marketing policy and other contexts, in order to facilitate a stimulating learning environment which fosters a critical, creative, innovative, reflective and challenging approach to the study of business, management and marketing.
- 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.
- 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.

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, 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; the use of the Hydra and 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.

Your Modules

This information is correct for students progressing through the programme within standard timescales. Option modules listed are indicative of a typical year. There may be some variance in the availability of option modules. 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. The structures below are indicative and the order in which modules are studied may be adapted.

Course Structure (Full Time)

Level 4			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Understanding Markets and Customers (20 credits)	Y	Data Decisions and Understanding AI (20 credits)	Y
Accounting and Finance for Managers (20 credits)	Y	Managing Organisations and People (20 credits)	Y
		Global Business Environment (20 credits)	Y
Business in Action (20 credits)			Y

Level 5			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Developing Professional and (20 credits)	Employability	Skills	Y
Market Analysis (Marketing pathway) (20 credits)	Y	Managerial Decision Making (20 credits)	Y
Business Finance (20 credits)	Y	Sustainable Marketing Planning (Marketing pathway) (20 credits)	Y
Operations and Supply Chain Management (20 credits)	Y		
<i>Optional Work Placement</i>			<i>N</i>

Level 6			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Consultancy Project (20 credits)			Y
Governance, Ethics and CSR (20 credits) <i>or</i> Work Placement (20 credits)	Y	Strategic Marketing (Marketing pathway) (20 credits)	Y
Digital Strategy <i>or</i> Contemporary Brand Management (Marketing pathway) (20 credits)	Y	Strategic HRM for Leaders (20 credits)	Y
Business Strategy (20 credits)			

Course Structure (Part Time)

Level 4			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Year 1			
Understanding Markets and Customers (20 credits)	Y	Data Decisions and Understanding AI (20 credits)	Y
Accounting and Finance for Managers (20 credits)	Y	Managing Organisations and People (20 credits)	Y
Year 2			
		Global Business Environment (20 credits)	Y
Business in Action (20 credits)			Y

Level 5			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Year 3			
Developing Professional & (20 credits)	Employability	Skills	Y
Operations and Supply Chain Management (20 credits)	Y	Managerial Decision Making (20 credits)	Y
Year 4			
Market Analysis (Marketing pathway) (20 credits)	Y	Sustainable Marketing Planning (Marketing pathway) (20 credits)	Y
Business Finance (20 credits)	Y		

Level 5			
Optional Work Placement			N
Level 6			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Year 5			
Governance, Ethics and CSR (20 credits) <i>or</i> Work Placement (20 credits)	Y	Strategic Marketing (Marketing pathway) (20 credits)	Y
Business Strategy (20 credits)	Y	Strategic HRM for Leaders (20 credits)	Y
Year 6			
Consultancy Project (20 credits)			Y
Digital Strategy <i>or</i> Contemporary Brand Management (Marketing pathway) (20 credits)	N		

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 typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director but applicants should note that the specific option choices students make may influence both assessment and workload balance.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activities and independent study. Modules may have more than one component of assessment.

Assessment

Level 4 is assessed predominantly by coursework, with some examinations and practical assessments.

Level 5 is assessed predominantly by coursework, with some examinations and practical assessments.

Level 6 is assessed predominantly by coursework, with some examinations and practical assessments.

Workload

Overall Workload	Level 4	Level 5	Level 6
Teaching, Learning and Assessment	216 hours	228 hours	216 hours
Independent Study	984 hours	972 hours	984 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.

Student Services

If you have any questions about life at University, call into our Student Services Centre at either campus or contact Student Advice directly. This team, consisting of trained officers and advisers 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. They also work on a wide range of projects throughout the year all designed to enhance your student experience and ensure you make the most of your time with us. Student Advice are located in the Student Services Centre in the Leslie Silver Building at City Campus and on the ground floor of the Priestley Building at Headingley Campus. The team can also be contacted via email at studentadvice@leedsbeckett.ac.uk, telephone on 0113 812 3000, or by accessing our online chat link, available on the student homepage.

Support and opportunities

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.