



LEEDS
BECKETT
UNIVERSITY

Course

Specification

**BAH Business
Management with
Marketing**

Course Code: BABMM

2026/27

leedsbeckett.ac.uk

BA (Hons) Business Management with Marketing (BABMM)

Applicant Facing Course Specification for 2026/27 Entrants

Confirmed Nov 2025

General Information

Award	Bachelor of Arts with Honours Business Management with Marketing
Contained awards	<p>Bachelor of Arts Business Management with Marketing Diploma of Higher Education Business Management with Marketing Certificate of Higher Education Business and Management</p> <p>If you opt to undertake a full year placement and this is completed successfully you will have the words 'with placement year' added to the award title, including for any contained awards that you are eligible for.</p>
Awarding body	Leeds Beckett University
Level of qualification and credits	<p>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 plus placement year (480 credits in total).</p> <p>If you have opted to undertake a full year placement and complete this successfully you will achieve an additional 120 credit points at level 5. This will be included in your transcript.</p>
Course lengths and standard timescales	<p>Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is:</p> <ul style="list-style-type: none">• 3 years (full time, campus based)• 4 years (full time, campus based, with placement year – if applicable)• 6 years (part time, campus based)
Part time study	<p>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 from that defined within this information set but the modules offered within each level are consistent. Please note that a work placement option is not generally available to PT students.</p>
Location(s) of delivery	<p>The majority of teaching will be at City campus but on occasion may be at Headingley campus.</p> <p>Students will usually be placed with various companies in the Leeds region, but placements can be undertaken nationally or internationally.</p>

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 are confirmed in your offer letter. A breakdown of any additional costs is included on the online prospectus entry for this course.

Fees enquiries may be directed to Fees@leedsbeckett.ac.uk.

Policies, Standards and Regulations

<https://www.leedsbeckett.ac.uk/our-university/public-information/academic-regulations/>

Standard regulations apply to this course.

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

Chartered Institute of Management Accountants (CIMA)

Accreditation/recognition summary

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.

Placement Information

Summary

The course contains a placement year.

Placements are recognised and valued by employers and enhance students' employability and preparedness for life after graduation. Students undertake a minimum 40-weeks placement between Level 5 and Level 6, and on successful completion you will achieve an additional 120 credit points at level 5. This is typically a paid, audited and monitored placement.

Placement Delivery

Our Placements Teams will work with students to identify an appropriate opportunity either in the UK or overseas.

Location

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

Approval

Whilst students source their own placements, they will need to meet requirements which will be outlined before module enrolment.

Timetable

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.

Key Contacts

Your Course Director

Alistair MacAuley

Your Course Administrator

Millie Roantree / Sadaimah Munir
businessadmin@leedsbeckett.ac.uk

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.

Course Structure (full time)

Level 4

Module title	Credits	Semester/ teaching period
Entrepreneurial Strategy	20	1
Global Business Environment	20	1
Marketing and the Digital Customer Experience	20	1
Accounting and Finance for Managers	20	2
Data Decisions and Understanding AI	20	2
Managing Organisations and People	20	2
<i>Number of credits of compulsory modules</i>	120	

Level 5

Module title	Credits	Semester/ teaching period
Market Analysis (Marketing pathway)	20	1
Business Finance	20	1
Operations and Supply Chain Management	20	1
Sustainable Marketing Planning (Marketing pathway)	20	2
Managerial Decision Making	20	2
Developing Professional and Employability Skills	20	2
<i>Number of credits of compulsory modules</i>	120	

Placement Year

Compulsory module (for students opting for the placement route)

Module title	Credits	Semester/ teaching period
LBS Placement Year	120	YL

Level 6

Compulsory modules

Module title	Credits	Semester/ teaching period
Governance, Ethics and Corporate Social Responsibility	20	1
Business Strategy	20	1
Strategic Marketing (Marketing pathway)	20	2
Strategic HRM for Leaders	20	2
<i>Number of credits of compulsory modules</i>	80	

Option modules

Module title	Credits	Semester/ teaching period
Digital Strategy (Marketing pathway)	20	1
Contemporary Brand Management (Marketing pathway)	20	1
Consultancy Project	20	2
Industry Insight	20	2
Intercultural Management	20	2
Work Placement	20	2
<i>Number of credits of option modules a student should choose</i>	40	

Course Structure (Part Time)

Level 4

Module title	Credits	Semester/ teaching period
Entrepreneurial Strategy	20	Y1 S1
Global Business Environment	20	Y1 S1
Accounting and Finance for Managers	20	Y1 S2
Marketing and the Digital Customer Experience	20	Y2 S1
Data Decisions and Understanding AI	20	Y2 S2
Managing Organisations and People	20	Y2 S2
<i>Number of credits of compulsory modules</i>	120	

Level 5

Module title	Credits	Semester/ teaching period
Operations and Supply Chain Management	20	Y3 S1
Developing Professional and Employability Skills	20	Y3 S2
Managerial Decision Making	20	Y3 S2
Market Analysis (Marketing pathway)	20	Y4 S1
Business Finance	20	Y4 S1
Sustainable Marketing Planning (Marketing pathway)	20	Y4 S2
<i>Number of credits of compulsory modules</i>	120	

Level 6

Compulsory modules

Module title	Credits	Semester/ teaching period
Governance, Ethics and Corporate Social Responsibility	20	Y5 S1
Business Strategy	20	Y5 S1
Strategic Marketing (Marketing pathway)	20	Y5 S2
Strategic HRM for Leaders	20	Y5 S2
<i>Number of credits of compulsory modules</i>	80	

Option modules

Module title	Credits	Semester/ teaching period
Digital Strategy (Marketing pathway)	20	Y6 S1
Contemporary Brand Management (Marketing pathway)	20	Y6 S1
Consultancy Project	20	Y6 S2
Industry Insight	20	Y6 S2
Intercultural Management	20	Y6 S2
Work Placement	20	Y6 S2
<i>Number of credits of option modules a student should choose</i>	40	

Assessment and Scheduled Learning and Teaching Activities

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 practical assessments, with some coursework and examinations.

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

Level 5 placement is assessed by coursework (if a full placement year is chosen).

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

Workload

The number of hours of workload generally equates to 1200 per level for an honours degree, corresponding to the national standard of 10 notional hours of learning for each UK HE credit point.

Overall Workload	Level 4	Level 5	Level 5 placement (if chosen)	Level 6
Teaching, learning and assessment	216 hours	228 hours	4 hours	216 hours
Independent study	984 hours	972 hours		984 hours
Placement	N/A	N/A	40 weeks @ 35 hours per week*	N/A

* Indicative as per Placement Code of Practice