

<b>Course code: U0764FARE01</b>	Published on: 28-04-2023
<b>1. Course Title</b>	
BSc (Hons) Business and Marketing	
<b>2a. Implementation Date</b>	
Trimester 1 2023/4	
<b>2b. Intake</b>	
Trimester 1 intake	
<b>3a. Location of delivery</b>	
ARU London Campus (East India Dock)	
<b>3b. Mode of delivery</b>	
Face-to-face	
<b>3c. Mode of attendance</b>	
Full-Time	
<b>4a. Awarding institution</b>	
Anglia Ruskin University	
<b>4b. Course accredited by (if applicable)</b>	
None	
<b>5a. Faculty</b>	
Anglia Ruskin London	
<b>5b. School</b>	
Anglia Ruskin London at ARU London Campus	

**6a. Course Leader**

Andrew Johnson

**6b. Co-ordinator at location of delivery**

None

**7. UCAS Code (undergraduate only)****8. Relevant QAA subject benchmark statement(s) and any PSRB reference point(s)**

QAA General Business and Management 'Subject, Knowledge and Understanding' Benchmark statements and 'skills' benchmark statements 2007. The requirements of the professional body CIM were also considered.

**9. Aims**

1. 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 in general 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 alternative career options and professions within business.
2. To enable students to understand and apply current technical language and practices in a range of business and marketing.
3. To enable students to develop a wide range of intellectual and analytical abilities relevant to business in general and marketing in particular and appropriate to an honours degree, including the ability to think critically and independently and analyse and synthesise effectively.
4. To 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.
5. To provide an education in the terminology, concepts, principles and techniques utilised in business and marketing.
6. To enable students to appreciate the importance of the social, political, ethical, technological, environmental and global contexts in which business and marketing operates.
7. To 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.

## 10a. Intended learning outcomes and the means by which they are achieved and demonstrated

### Knowledge and understanding

On successful completion of the course a student will be expected to be able to:

- A01** Analyse and evaluate a range of business organisations with reference to their structure, functions, sources of power, management, culture and their ability to respond effectively to a changing environment.
- A02** Explore the range of influences, both internal and external, including the marketplace, on the development of corporate strategy and the organisation's performance, overall effectiveness and the ability to meet all stakeholder needs and interests.
- A03** Appreciate the importance and influence of the social, political, ethical, technological, environmental, legal and global contexts within which businesses operate.
- A04** Explore and understand the role and influence of the law (both UK and international) in the functioning of business organisations.
- A05** Identify and evaluate the sources, uses and management of finance including the use of accounting and other information systems for managerial applications.
- A06** Identify and analyse other resources available to organisations, including human resources, explore the way in which these resources can be managed, developed and used effectively within business operations.
- A07** Understand and evaluate the range of decision making methods and supporting analytical tools, including the use of IT, available to managers to formulate and implement business decisions. Explore the way these decisions can be implemented and understand the crucial role that effective communication structures and methods can have on the effectiveness of that implementation.
- A08** Demonstrate a comprehensive understanding of the principles and functions of management including managing and developing people, marketing, accounting and finance and Information Systems with reference to relevant theories and frameworks.
- A09** Demonstrate a comprehensive and in depth understanding of the role and function of marketing within the organisation with specific reference to: Marketing Communications; Consumer Behaviour; Business to Business Marketing and International Marketing.
- A10** Appreciate the range of other contemporary issues such as: sustainability; globalisation; corporate social responsibility; diversity, entrepreneurship and risk management that can influence an organisation's performance.

## 10b. Intended learning outcomes and the means by which they are achieved and demonstrated

### Intellectual (thinking), practical, affective and transferrable skills

On successful completion of the course a student will be expected to be able to:

**B01** Use the cognitive skills of critical thinking and analysis and synthesis in a wide range of contexts such as the analysis and evaluation of theories and models and related research.

**B02** Use appropriate quantitative and qualitative techniques in order to solve problems effectively.

**B03** Conduct research into business and management issues and plan and execute a case study based project into such issues.

**B04** Reflect effectively and be critically self aware and open to a range of differences with respect to people and cultures (both ethnic and organisational) within the business environment.

**B05** Manage their learning effectively.

**B06** Communicate effectively both orally and in writing using a range of media appropriate for the business environment.

**B07** Use ICT effectively for business applications.

**B08** Find, manage and analyse information from a range of sources.

**B09** Be numerate and use quantitative skills including data analysis, interpretation and extrapolation.

**B10** Use a range of tools and techniques developed for effective marketing e.g. market research methods.

**B11** Appreciate the relevance of multidisciplinary and multicultural approaches to business and management.

**B12** Manage themselves effectively in terms of: time; planning; behaviour; motivation; initiative and enterprise.

**B13** Perform effectively as an individual, a team member and a team leader.

**B14** Use a range of interpersonal skills such as effective listening, negotiating, persuasion and presentation.

## 11a. Learning/teaching methods and strategies

### Knowledge and understanding

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 each and every student to become an effective independent learner. These learning and teaching methods will range from teacher centred learning styles e.g. lecture delivery which will concentrate on information giving and understanding, to small group and team work, learning sets and other student centred activities such as presentations, problem solving and role play. As prospective students have and will continue to 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.

The actual detailed learning and teaching delivery of each module will depend on the actual module concerned and the needs of the student group.

## 11b. Learning/teaching methods and strategies

### Intellectual (thinking), practical, affective and transferrable skills

#### Intellectual Skills

The wide range of teaching methods used encourages the development of a range of skills. Intellectual skills will be developed by the use of such methods as lectures, tutorials, group discussions and debates. Where modules have two pieces of assessment the first is completed part the way through the module delivery. This provides an opportunity for students to obtain feedback on their performance which encourages their learning and, hopefully, adds to their performance in the second assessment. The way the course is designed, in three stages, also encourages the student to develop their intellectual skills and to reflect on this development and the accompanying learning as they proceed through their degree programme. The Undergraduate Major Project places specific emphasis on research skills, thinking skills, and reflective practice. The use of case study material, simulations and projects throughout the course provide many opportunities to develop and exercise deductive, inductive and other cognitive skills.

#### Practical Skills

These skills are developed through a range of activities and assessment. Students are provided with many opportunities to develop their communication skills, both orally and in writing e.g. by making presentations, negotiating or producing a management report. ICT is used extensively for both research and application purposes and ARL provides a large number of work stations for students to use. Students are guided into how to research and manage information effectively and then use it appropriately e.g. to provide evidence to support a rational argument. All students are encouraged to use both quantitative and qualitative methods of analysing information.

#### Transferable Skills

Students are encouraged to perceive the study of business as being multidisciplinary and to recognise that different cultures can influence how businesses can function, e.g. human resource management techniques that are appropriate in Western Europe may not be appropriate in SE Asian countries. Students need to recognise what techniques will be effective in differing situations.

Students are encouraged to become independent learners and are given assistance in developing their self-management skills by providing activities such as projects which have to be completed on time ensuring that the students have to manage their workload effectively in the time given. However, they also need to be an effective team leader and team member and they are given many opportunities to be both in classroom and tutorial exercises and sometimes in assessments (producing a group assignment).

## 12a. Assessment methods and strategies

### Knowledge and understanding

Knowledge and understanding are assessed via a number of methods including unseen examinations and a range of assignments. These assignments can be in a variety of forms from a written Management Report on how to respond to an organisational issue to a sales presentation, to an analysis of a company report. Most modules will have at least two assessments. This provides an opportunity to assess knowledge and understanding and a range of skills in an effective manner.

## 12b. Assessment methods and strategies

### Intellectual (thinking), practical, affective and transferrable skills

#### Intellectual Skills

These are assessed via examinations, a variety of coursework and assignments and the major project. Examinations are mainly written and unseen and give students the opportunity to demonstrate their ability to provide a clearly structured and reasoned argument using, wherever appropriate, supporting evidence and opinion, within a time constraint. The written assignments have clearly delineated word limits to encourage the concise presentation of structured, well supported argument and opinion. The Major Project, at Level 6, allows students to demonstrate their mastery of cognitive skills at the highest level of attainment specified in the General Business and Management benchmark statements and also allows them to engage in detailed reflective practice.

#### Practical Skills

Assessment of practical skills is undertaken both formatively and summatively and involves examinations and assignments in various forms such as presentations and reports and those specific to HRM such as negotiation. Students are also given many opportunities to critically appraise practical techniques in a variety of situations such as tutorials, simulations and exam questions.

#### Transferable Skills

These skills are again assessed in a variety of ways, for example students may be asked to make a presentation to a particular audience (e.g. employers) as part of an assignment or they may need to be able to work as a team member in researching the information that will be needed for that presentation.

## 13. Employability

Employability knowledge and skills are fully embedded within the curriculum. Content is taught in an applied way, supported by off-site visits, employer visits to class, and simulation exercises. The Sustainability in Career Development module also allows students a formal opportunity to learn how to plan and progress their careers.

## 14. Entry requirements

ARU London's standard offer is 96 UCAS tariff points from 3 A Levels, e.g. BCC.

Alternatively, ARU London asks for:

Irish Leaving Certificate: BBCCC.

Scottish Highers: BBCCC.

BTEC Level 3 Extended Diploma: DMM in a business-related subject.

International Baccalaureate Diploma: 24 points.

All applicants are required to have at least 3 GCSEs at grade C, or grade 4, or above, including English and Maths.

If English is not your first language you will be expected to demonstrate a certificated level of proficiency of at least IELTS 6.0 (Academic level) or equivalent English Language qualification, as recognised by Anglia Ruskin University.

Applicants studying for other qualifications should contact ARU London to discuss their circumstances.

We also welcome applications from mature individuals who can demonstrate appropriate, relevant work experience.

## 15. Exceptional variation from Anglia Ruskin Academic Regulations and/or design principles

Applicants admitted to the 4 year variant MUST pass all Level 3 modules. Students who fail one or more Level 3 modules at the first attempt will be governed by the ARU Academic Regulations in terms of the opportunities for reassessment and retake with attendance.

## 16. Curriculum details

**Year 1 Compulsory modules:**

Module Code	Module Title	Credits	Period	Level
MOD003325	Academic and Professional Skills	30	TR11	4
MOD009208	Sustainable Business in the Contemporary Environment	30	TR11	4
MOD003327	Economics for Business	30	TR12	4
MOD003319	Business Finance	30	TR12	4
		Total Credit:	120.00	

**Year 2 Compulsory modules:**

Module Code	Module Title	Credits	Period	Level
MOD003486	Managing Human Resources	30	TR11	5
MOD009206	Principles and Practice of Marketing	30	TR11	5
MOD007963	Legal Aspects of Business	15	TR12	5
MOD007961	Sustainability in Career Development	15	TR12	5
MOD003334	Marketing Communications and Branding	30	TR12	5
		Total Credit:	120.00	

**Year 3 Compulsory modules:**

Module Code	Module Title	Credits	Period	Level
MOD003337	Executing Business Strategy	30	TR11	6
MOD003480	Consumer Behaviour	30	TR11	6
MOD005457	Digital Marketing	30	TR12	6
MOD009210	Undergraduate Major Project (Leadership in Practice)	30	TR12	6
		Total Credit:	120.00	

**17. Award Classification**

List any Modules that must be included in the calculation of the final degree classification. [NB: the modules included in the calculations of all award classifications are as specified in Section 8 of the Academic Regulations unless an approved variation is specified here].

None

**18. Intermediate award details**

Give details below of any specific module requirements for achieving intermediate awards.

Certificate of Higher Education in Business awarded on successful completion of all modules at level 4.  
Diploma of Higher Education in Business and Marketing awarded on successful completion of all modules at level 5

**19. For administrative use only**

PWY Code	CRS Code	PDT Codes
U0764	U0764FARE01	·U0764FARE01_1STTR1A23 ·U0764FARE01_2STTR1A23 ·U0764FARE01_3STTR1A23