

## ***BA (Hons) Business Management (Marketing)***

### Programme Specification

<b>1. Programme title</b>	BA (Hons) Business Management (Marketing)
<b>2. Awarding institution</b>	Middlesex University
<b>3a. Teaching institution</b>	Middlesex University Hendon, Dubai & Mauritius
<b>3b. Language of study</b>	English
<b>4a. Valid intake dates</b>	September
<b>4b. Mode of study</b>	FT/PT/TKSW/THSW
<b>4c. Delivery method</b>	<input checked="" type="checkbox"/> On-campus/Blended <input type="checkbox"/> Distance Education
<b>5. Professional/Statutory/Regulatory body</b>	
<b>6. Apprenticeship Standard</b>	
<b>7. Final qualification(s) available</b>	BA (Hons) Business Management (Marketing)
<b>8. Academic year effective from</b>	2024-25

<b>9. Criteria for admission to the programme</b>
<p>Middlesex University general entry requirements apply, including GCSE's (grade 4 to 9) (or equivalent) in mathematics and English language. Applicants whose first language is not English are required to achieve a minimum score of 6.0 in IELTS overall (with a minimum of 5.5 in each component) or an equivalent qualification recognised by Middlesex University.</p> <p>The equivalence of qualifications from outside UK will be determined according to NARIC guidelines.</p> <p>Specific programme requirements are 96 UCAS points or equivalent. Applicants not meeting this may be eligible to join at year zero, the foundation year.</p> <p>We accredit prior experiential learning and welcome mature applicants with suitable life skills and work experience.</p>

<b>10. Aims of the programme</b>
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The BA Business Management (Marketing) programme aims to seamlessly integrate business and management theory with practice, emphasising practical learning, technological and analytical competencies, and global and cross-cultural awareness. You will be empowered with the necessary knowledge and skills to excel in the dynamic global business landscape.

This aim will be achieved by:

- Equipping you with a deep understanding of management principles and the ability to apply both conceptual and practical techniques effectively in diverse business contexts.
- Fostering an appreciation for inclusive, sustainable, ethical and entrepreneurial business practices, encouraging you to lead with integrity and a sense of social responsibility.
- Enhancing your critical thinking and analytical problem-solving skills, enabling you to tackle a wide array of conceptual and real-world business challenges with confidence.
- Developing a comprehensive skill set that includes resilience, effective communication, technical ability, collaboration, and the capacity for independent learning, preparing you for diverse careers in business and management or further academic pursuits.

## **11. Programme outcomes\***

### **A. Knowledge and understanding**

On completion of this programme the successful student will have knowledge and understanding of:

1. characteristics, functions and structures of organisations and their integration;
2. theories, processes and models of HR, accounting & finance, marketing, and operations and their role in effective management of a business;
3. the global business environment and its impact on strategy, behaviour and management of organisations;
4. tools and techniques for business decision making;
5. the management and applications of digital technologies and their impact on organisations and business models;
6. equality, diversity and inclusion (EDI), social responsibility, ethical behaviour, sustainability and innovation in business decisions and activities;
7. the diverse application of digital marketing principles across sectors and type of organisations.

### **Teaching/learning methods**

Students gain knowledge and understanding through:

Key concept videos and other curated online material via the My Learning facility introduce and examine key concepts and theories and how they relate to real world scenarios.

On-campus seminars, workshops and computer lab-based sessions utilise a variety of interactive practice-based activities to stimulate exchange of ideas and development of critical

thinking skills. Activities such as Q&A sessions, polls, quizzes, games, simulations, use of software, role plays, guest speakers and case studies are used to develop in-depth and practice-based knowledge and understanding.

Guided reading of textbooks, academic journals, case studies and company and industry documents.

### **Assessment methods**

Students' knowledge and understanding is assessed by:

A variety of authentic, innovative and practice-based assessments to benchmark students' learning. These include individual and group reports, projects and presentations as well as simulations, posters, portfolios and reflective learning logs. The assessments have been designed to enable students to demonstrate understanding of theory and practice, different sources of information and evidence, awareness of different approaches and solutions to problems and the capacity to sustain a coherent and reasoned argument. Students are provided detailed feedback on their assessment to enable them to further develop their understanding.

### **B. Skills**

On completion of this programme the successful student will be able to:

1. critically evaluate theories, issues, models, arguments and evidence in the field of business and management;
2. use digital technology to acquire, analyse and communicate information;
3. critically analyse facts and circumstances to determine the cause of a problem and identify, develop and select appropriate solutions;
4. communicate effectively through a variety of mediums in a form appropriate to the intended audience;
5. locate, extract, analyse and synthesise information from multiple sources, and generate and develop ideas;
6. apply management concepts, models, theories and techniques in a business context;
7. work independently and collaborate with others;
8. apply key digital marketing concepts across a range of sectors and organisations.

### **Teaching/learning methods**

Students learn skills through participation in:

On-campus seminars, workshops and computer lab-based sessions that utilise a variety of interactive practice-based scenarios and activities to develop critical analysis, communication, problem solving and digital skills. Learning tasks are designed to challenge students to seek innovative solutions to business problems through collaboration, research and analysis.

A range of interactive online learning activities via the My Learning facility to further develop resilience in qualitative and quantitative analysis, problem solving and decision-making skills.

### **Assessment methods**

Students' skills are assessed by:

A variety of authentic, innovative and practice-based assessments designed to ensure students illustrate a range of skills and practical abilities required to become an effective business manager. This includes engagement with a range of digital technologies to collect, process, analyse and visualise data, and communicate findings effectively through reports, presentations, posters and portfolios. Leadership, teamwork and collaborative working skills are assessed through group reports and presentations.

## **12. Programme structure (levels, modules, credits and progression requirements)**

### **12.1 Structure of the programme**

The programme is studied over three years full time, three years with two work experience placements (thin sandwich) or four years if the option of a 12-month placement is taken in the third year (thick sandwich).

The programme is divided into study units called modules. Each module is 30 credits. The academic provision of the University is based on credit accumulation. You will accumulate credit points by passing modules in order to gain the award of the University. To gain a BA (Hons) degree title you must gain 360 credit points (480 if on thick or thin sandwich) of which 120 must be at level six, i.e. year 3/4. You will study modules totalling 120 credits each year.

There are four compulsory modules in the first year (level 4). These modules are designed to give a solid grounding in the subject and bring all students to a standard level of competence to pursue further study in the subject.

In the second year (level 5) you will study four compulsory modules designed to enhance and broaden your understanding of the core aspects of business and management and marketing. At the end of your second year you may opt to take a year's placement before returning to complete your final year of study.

In the final year (level 6) you will study three compulsory modules designed to advance skills and knowledge appropriate to graduate level. You will also choose one optional module.

The structures of the different full-time modes are as follows:

#### **Full time without placement – 3-year programme (360 credits):**

##### **Year 1 (Level 4)**

- **Semester 1:**  
Management in the Global Environment (MGT1310, 30 credits), Marketing Theory and Practice (MKT1120, 30 credits)
- **Semester 2:**  
Data and Digital Technologies (MSO1750, 30 credits), Financial Performance Management (FIN1610, 30 credits)

##### **Year 2 (Level 5)**

- **Semester 1:**  
Management Analytics and Data Visualisation (MGT2120, 30 credits), Innovation, Entrepreneurship and Sustainability (MKT2328, 30 credits)
- **Semester 2:**  
Operations and Supply Chain Management (MGT2230, 30 credits), Marketing and Digital Strategy (MKT2220, 30 credits)

### **Year 3 (Level 6)**

- **Semester 1:**  
Business Strategy (MGT3173, 30 credits), Branding and Marketing Communications (MKT3119, 30 credits)
- **Semester 2:**  
Organisational Psychology and Leadership (HRM3026, 30 credits), Practice Option (30 credits)

### **Full time with placement (Thick Sandwich) – 4-year programme (480 credits):**

#### **Year 1 (Level 4)**

- **Semester 1:**  
Management in the Global Environment (MGT1310, 30 credits), Marketing Theory and Practice (MKT1120, 30 credits)
- **Semester 2:**  
Data and Digital Technologies (MSO1750, 30 credits), Financial Performance Management (FIN1610, 30 credits)

#### **Year 2 (Level 5)**

- **Semester 1:**  
Management Analytics and Data Visualisation (MGT2120, 30 credits), Innovation, Entrepreneurship and Sustainability (MKT2328, 30 credits)
- **Semester 2:**  
Operations and Supply Chain Management (MGT2230, 30 credits), Marketing and Digital Strategy (MKT2220, 30 credits)

#### **Year 3 (Level 6 - Placement Year)**

- Work Placement (MBS3010, 90 credits), Work Placement Portfolio (MBS3009, 30 credits)

#### **Year 4 (Level 6)**

- **Semester 1:**  
Business Strategy (MGT3173, 30 credits), Branding and Marketing Communications (MKT3119, 30 credits)
- **Semester 2:**  
Organisational Psychology and Leadership (HRM3026, 30 credits), Practice Option (30 credits)

### **Full time with two flexible placements (Thin Sandwich) – 3-year programme (480 credits):**

#### **Year 1 (Level 4)**

- **Semester 1:**  
Management in the Global Environment (MGT1310, 30 credits), Marketing Theory and Practice (MKT1120, 30 credits)
- **Semester 2:**  
Data and Digital Technologies (MSO1750, 30 credits), Financial Performance Management (FIN1610, 30 credits)

#### **Year 1/2 (Level 5)**

- **Work Experience:**  
Work Experience 1 (MBS2002, 60 credits)

#### **Year 2 (Level 5)**

- **Semester 1:**  
Management Analytics and Data Visualisation (MGT2120, 30 credits), Innovation, Entrepreneurship and Sustainability (MKT2328, 30 credits)
- **Semester 2:**  
Operations and Supply Chain Management (MGT2230, 30 credits), Marketing and Digital Strategy (MKT2220, 30 credits)

#### **Year 2/3 (Level 6)**

- **Work Experience:**  
Work Experience 2 (MBS3003, 30 credits), Work Experience Portfolio (MBS3020, 30 credits)

#### **Year 3 (Level 6)**

- **Semester 1:**  
Business Strategy (MGT3173, 30 credits), Branding and Marketing Communications (MKT3119, 30 credits)
- **Semester 2:**  
Organisational Psychology and Leadership (HRM3026, 30 credits), Practice Option (30 credits)

#### **Part Time**

Part time students study the programme over a maximum of six years, taking between 60 to 90 credits per year. The order of modules will be discussed on an individual basis with the programme leader based on both programme requirements and your individual needs.

The indicative part time structure of the programme is as follows:

#### **Year 1 (Level 4)**

- **Semester 1:**  
Management in the Global Environment (MGT1310, 30 credits)
- **Semester 2:**  
Data and Digital Technologies (MSO1750, 30 credits)

#### **Year 2 (Level 4)**

- **Semester 1:**  
Marketing Theory and Practice (MKT1120, 30 credits)
- **Semester 2:**  
Financial Performance Management (FIN1610, 30 credits)

### Year 3 (Level 5)

- **Semester 1:**  
Management Analytics and Data Visualisation (MGT2120, 30 credits)
- **Semester 2:**  
Operations and Supply Chain Management (MGT2230, 30 credits)

### Year 4 (Level 5)

- **Semester 1:**  
Innovation, Entrepreneurship and Sustainability (MKT2328, 30 credits)
- **Semester 2:**  
Marketing and Digital Strategy (MKT2220, 30 credits)

### Year 5 (Level 6)

- **Semester 1:**  
Business Strategy (MGT3173, 30 credits)
- **Semester 2:**  
Organisational Psychology and Leadership (HRM3026, 30 credits)

### Year 6 (Level 6)

- **Semester 1:**  
Branding and Marketing Communications (MKT3119, 30 credits)
- **Semester 2:**  
Practice Option (30 credits)

### Options chosen from:

#### Level 6 (Semester 2)

- MKT3027 Business Start-Up (DBI only)
- MKT3020 Start Up Success: Digital Marketing Essentials
- MGT3131 Applied Project
- MBS3001 Work Internship
- MGT3980 Consultancy Project

## 12.2 Levels and modules

Level 4

**Compulsory**

Students must take all of the following:

- MGT1310
- MKT1120
- MSO1750
- FIN1610

**Optional**

None

**Progression requirements**

Students must pass at least 90 credits to progress to level 5. *To achieve Honours, failed credit will need to be repeated.*

Level 5

**Compulsory**

Students must take all of the following:

- MGT2120
- MGT2230
- MKT2328
- MKT2220

**Optional**

None

**Progression requirements**

Students must pass at least 210 credits to progress to level 6. *To achieve Honours, failed credit will need to be repeated.*

Level 6

**Compulsory**

Students must take all of the following:

- MGT3173
- HRM3026
- MKT3119

**Optional**

Students must also choose one from the following:

- MKT3020
- MGT3131
- MGT3980
- MBS3001
- MKT3027 (DBI only)

**Progression requirements**

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\*Please refer to your programme page on the website re availability of option modules

### 12.3 Non-compensatable modules

Module level	Module code
None	None

### 13. Information about assessment regulations

This programme will run in line with general University Regulations:

[https://www.mdx.ac.uk/data/assets/pdf\\_file/0034/759256/FINAL-Regulations-2023-24.pdf](https://www.mdx.ac.uk/data/assets/pdf_file/0034/759256/FINAL-Regulations-2023-24.pdf)

### 14. Placement opportunities, requirements and support (if applicable)

A 12-month placement is offered at the end of year two (Thick Sandwich mode).

Alternatively, students can opt for two smaller work experience placements over the years one and two of the programme (Thin Sandwich Mode).

A dedicated Employability Advisor from MDXWorks helps in the search for an employer who can provide the student with an appropriate placement. S/he will also provide students with guidance and support in preparation for, as well as during and after the placement.

The placement forms the basis for an assessed portfolio.

At the start of the placement students are allocated an individual supervisor who provides support and advice for the duration of the project.

Students are supported throughout the programme through a series of external guest speakers, workshops and engagement with employers.

### 15. Future careers / progression

Business management is a broad degree that allows the students to develop a wide range of business related knowledge and skills. This offers the graduates a wide range of career opportunities in different roles, sectors and industries in public, private and not-for-profit organisations. The graduates typically work as business, HR, finance, marketing, PR and sales professionals and entrepreneurs.

MDXWorks will be able to give further support and guidance on future careers.

<https://unihub.mdx.ac.uk/employment>

Additionally, graduates may wish to further enhance their career opportunities and undertake post-graduate education.

### 16. Particular support for learning

- Programme induction workshops during the Welcome week provide essential university and programme related information.

- All academic staff hold weekly office hours designated for meetings with students to discuss programme or module related issues or more general inquiries.
- Programme and module handbooks provide comprehensive programme and module related information.
- MyLearning provide information and resources to support students in their studies, including key learning materials, links to resources and interactive exercises.
- Learning Enhancement Team (LET) offer courses, workshops, one-to-one appointments and online resources to support students with study skills, literacy and numeracy.
- Middlesex University Library and dedicated subject librarians provide guidance and access to specialist learning resources i.e., journals, textbooks, reports etc.
- Middlesex University Careers and Employability Service (MDXWorks) provide a range of opportunities and services to support students career development, including access to specialist advisers in business and management.
- UniHelp is University's central service through which students can access guidance, advice and support on any aspect of their life as a student.
- Counselling and Mental Health Team provides mental wellbeing support and counselling service to help students manage any challenges affecting them during their study.
- Disability and Dyslexia Service offer guidance and advice for students with learning difficulty or medical condition and arrange appropriate support.
- Student Welfare Advice Team provide information and advice on a wide variety of issues including funding, finance and housing.
- International Student Advice Team provide information and advice on visa and immigration.
- Progression and Support Team provide support and advice for students in issues related to their engagement, attendance and progression.

**17. HECos code(s)**

100078

**18. Relevant QAA subject benchmark(s)**

Business and Management

**19. Reference points**

The following reference points were used in designing this programme:

- QAA Subject Benchmark Statement: Business and Management 2023.
- QAA Subject Benchmark Statement: Business and Management – the basics 2023.
- The UK Quality Code for Higher Education 2023.
- The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies 2024.
- QAA and Advance HE; Education for Sustainable Development Guidance.
- Middlesex University Regulations 2023-24.
- Middlesex University Strategy 20231 – Knowledge into Action.
- Middlesex University Graduate Competencies.
- Middlesex University 2031 Learning Framework.

- Middlesex University Learning and Quality Enhancement Handbook (LQEH)  
<https://www.mdx.ac.uk/about-us/policies/academic-quality/handbook>

## 20. Other information

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

## 21. Curriculum map for BA (Hons) Business Management (Marketing)

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

### Programme learning outcomes

<b>Knowledge and understanding</b>	
A1	characteristics, functions and structures of organisations and their integration
A2	theories, processes and models of HR, accounting & finance, marketing, and operations and their role in effective management of a business
A3	the global business environment and its impact on strategy, behaviour and management of organisations
A4	tools and techniques for business decision making
A5	the management and applications of digital technologies and their impact on organisations and business models
A6	equality, diversity and inclusion (EDI), social responsibility, ethical behaviour, sustainability and innovation in business decisions and activities
A7	the diverse application of digital marketing principles across sectors and type of organisations
<b>Skills</b>	
B1	critically evaluate theories, issues, models, arguments and evidence in the field of business and management
B2	use digital technology to acquire, analyse and communicate information
B3	critically analyse facts and circumstances to determine the cause of a problem and identify, develop and select appropriate solutions
B4	communicate effectively through a variety of mediums in a form appropriate to the intended audience
B5	locate, extract, analyse and synthesise information from multiple sources, and generate and develop ideas
B6	apply management concepts, models, theories and techniques in a business context
B7	work independently and collaborate with others
B8	apply key digital marketing concepts across a range of sectors and organisations.

Programme outcomes														
A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7	B8
Highest level achieved by all graduates														
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6

Module Title	Module Code by Level	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7	B8
Management in the Global Environment	MGT1310	√	√	√	√		√					√		√	√	
Marketing Theory and Practice	MKT1120		√		√		√				√		√	√	√	
Data and Digital Technologies	MSO1750				√	√			√	√	√					
Financial Performance Management	FIN1610		√		√	√				√		√	√	√		
Management Analytics and Data Visualisation	MGT2120				√	√			√	√		√			√	
Innovation, Entrepreneurship and Sustainability	MKT2328	√		√			√		√				√	√		
Operations and Supply Chain Management	MGT2230		√		√	√				√	√			√	√	
Marketing and Digital Strategy	MKT2220		√	√				√		√		√	√		√	√
Business Strategy	MGT3173	√	√	√	√	√				√		√			√	
Organisational Psychology and Leadership	HRM3026	√					√		√		√		√	√		
Branding and Marketing Communications	MKT3119		√	√				√		√	√	√	√		√	√
Business Start-Up	MKT3027		√			√					√	√	√	√		
Start-Up Success: Digital Marketing Essentials	MKT3020		√			√					√	√	√	√		
Applied Project	MGT3131		√			√					√	√	√	√		
Work Internship	MBS3001		√			√					√	√	√	√		
Consultancy Project	MGT3980		√			√					√	√	√	√		