

Overview

Programme Code	35893
Programme Title	Business with Marketing
Awarding Institution	Liverpool John Moores University
Programme Type	Degree
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	Katie Hyslop
Link Tutor(s)	

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours - BAH	See Learning Outcomes Below
Recruitable Target	Bachelor of Arts Honours (SW) - SBAH	See Learning Outcomes Below
Alternative Exit	Diploma of Higher Education - DHE	Use a range of appropriate business software. Analyse the structure, functions, processes and management of business organisations. Apply quantitative techniques to business problems.
Alternative Exit	Bachelor of Arts - BA	Demonstrate a broad and comparative knowledge of the general scope of the subject, its different areas and applications, and its interactions with related subjects. A detailed knowledge of a defined subject or a more limited coverage of a specialist area balanced by a wider range of study. In each case, specialised study will be informed by current developments in the subject. Demonstrate a critical understanding of the essential theories, principles and concepts of the subject(s) and of the ways in which these are developed through the main methods of enquiry in the subject.
Alternative Exit	Bachelor of Arts (SW) - SBA	Demonstrate a broad and comparative knowledge of the general scope of the subject, its different areas and applications, and its interactions with related subjects. A detailed knowledge of a defined subject or a more limited coverage of a specialist area balanced by a wider range of study. In each case, specialised study will be informed by current developments in the subject. Demonstrate a critical understanding of the essential theories, principles and concepts of the subject(s) and of the ways in which these are developed through the main methods of enquiry in the subject. Students will be entitled to a BA (SW) on the successful completion of a placement year or study abroad year.
Alternative Exit	Diploma in Higher Education (SW) - SDHE	Use a range of appropriate business software. Analyse the structure, functions, processes and management of business organisations. Apply quantitative techniques to business problems. Demonstrate the professional and personal skills necessary for effective employment within a professional environment. Students will be entitled to a Diploma in Higher Education(SW) on the successful completion of a placement year or study abroad year.
Alternative Exit	Certificate of Higher Education - CHE	Use a range of appropriate business software. Describe the structure, functions, processes and management of business organisations. Apply basic quantitative techniques to business problems.

Alternate Award Names	
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External Benchmarks

Subject Benchmark Statement	UG-Business and Management (2019)
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Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Sandwich Year Out, Face to Face	September	LJMU Taught	4 Years
Full-Time, Face to Face	September	LJMU Taught	3 Years

Aims and Outcomes

Educational Aims of the Programme

The curriculum is designed to comply with the QAA General Business and Management Subject Benchmark, published as part of the national academic infrastructure. The BA (Hons) Business with Marketing programme aims to produce graduates who have: Acquired knowledge of business theories, models and techniques and issues rigorously and who have the practical skills needed within the business environment. Developed the knowledge and skills necessary for a successful career in business or to undertake a further academic study. Developed the personal and key skills to enable them to work effectively on their own and within teams and to be able to meet the challenges of working in a changeable business environment. Developed knowledge and skills in marketing. The ability to apply their skills and knowledge in a work situation. The optional placement/sandwich modules seek to enhance the intellectual skills needed to develop and embed a positive attitude to lifelong learning. Fully engaged with the World of Work programme and have the ability to reflect on challenging and successful experiences to enhance their professional development (Optional).

Learning Outcomes

Code	Description
PLO1	Demonstrate a comprehensive understanding and ability to analyse and evaluate the nature, structure, functions, processes and of business organisations and marketing implications.
PLO2	Apply the skills necessary for academic study and enquiry
PLO3	Select, use and evaluate information from a variety of sources.
PLO4	Apply theoretical concepts, practical techniques and skills to the solution of complex problems.
PLO5	Analyse and interpret quantitative and qualitative data.
PLO6	Utilise judgement to draw appropriate conclusions and make recommendations.
PLO7	Analyse, evaluate and synthesise theoretical and applied knowledge and information to develop a coherent understanding and conclusion.
PLO8	Develop own leadership, team-working and other personal qualities necessary for business marketing career.

Code	Description
PLO9	Apply problem solving and decision making skills.
PLO10	Act with increasing autonomy to conduct research into business and management issues.
PLO11	Develop a range of work-related skills that demonstrates business acumen.
PLO12	Understand the role and management of finance in a business organisation recognising its development and implications.
PLO13	Utilise appropriate ICT software and critically evaluate internet sources.
PLO14	Plan, manage, review and evaluate own learning.
PLO15	Work effectively on their own and as part of a team.
PLO16	Utilise problem-solving skills in a variety of theoretical and practical situations.
PLO17	Manage time effectively by learning to plan and prioritise their work in order to meet specified deadlines.
PLO18	Learn independently in the spirit of critical enquiry.
PLO19	Communicate effectively with a wide range of individuals utilising a variety of appropriate media.
PLO20	Apply the business and marketing concepts and philosophy to private, public and not-for-profit sector organisations.
PLO21	Recognise the importance of collecting relevant data, and the variety of information sources, both primary and secondary.
PLO22	Analyse the contemporary issues in business and marketing.
PLO23	Apply a range of theoretical concepts to practical organisational or industry sector issues or problems.
PLO24	Demonstrate knowledge of the business communications tools and the need for integration.
PLO25	Demonstrate detailed knowledge of business and marketing.
PLO26	Demonstrate an awareness of strategic, legal and ethical issues affecting business organisations.

Programme Structure

Programme Structure Description

Students will be offered the opportunity of study abroad at Level 5. Students can choose either Option A or Option B unless they undertake the Sandwich Year, in which case Option B is not available: Option A: replacement of 60 credits of Level 5 with appropriate study abroad. The programme will offer the opportunity of 60 credits of study at Level 5. Students will be enrolled on a 360 credit honours with study abroad programme. A 60 credit Level 5 study abroad module (5110LBSBW) will normally replace the semester 2 modules on the standard programme. This study abroad should cover the same learning outcomes as the modules being replaced. The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 120 credits at Level 5. Option B: additional study year abroad following Level 5 The programme will offer the opportunity of an additional study year abroad following Level 5. Students will be enrolled on a 480 credit honours with study abroad programme. Of those 480 credits, 120 will be taken via a Level 5 study abroad module (5111LBSBW) the modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5. Sandwich Year The aim is to provide students with an extended period of work experience at an approved partner that will complement their programme of study at LJMU. This will give the students the opportunity to develop professional skills relevant to their programme of study, as well as attitude and behaviours necessary for employment in a diverse and changing environment. The placement year will follow Level 5 and students will be enrolled on a 480 credit honours sandwich programme and take the module 5112LBSBW (Sandwich Year-Business with marketing, finance and international business management). The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5. The options 5101LBSBW and 6101LBSBW modules are only available to level 5 and 6 direct entry students.

Programme Structure - 360 credit points	
Level 4 - 120 credit points	
Level 4 Core - 120 credit points	CORE
[MODULE] 4100LBSBW Business and Economic Decisions Approved 2022.01 - 20 credit points	
[MODULE] 4101LBSBW Contemporary Business Issues Approved 2022.01 - 20 credit points	
[MODULE] 4102LBSBW Academic and Business Skills Approved 2022.01 - 20 credit points	
[MODULE] 4103LBSBW Marketing for Business Approved 2022.01 - 20 credit points	
[MODULE] 4104LBSBW Finance and Accounting Skills Approved 2022.01 - 20 credit points	
[MODULE] 4105LBSBW Fundamentals of Management Approved 2022.01 - 20 credit points	
Level 5 - 120 credit points	
Level 5 Core - 100 credit points	CORE
[MODULE] 5102LBSBW Organisational Behaviour Approved 2022.02 - 20 credit points	
[MODULE] 5103LBSBW Digital Business Intelligence Approved 2022.01 - 20 credit points	
[MODULE] 5104LBSBW Research Methods Approved 2022.02 - 20 credit points	
[MODULE] 5107LBSBW Retail Management Approved 2022.01 - 20 credit points	
[MODULE] 5108LBSBW Consumer and Buyer Behaviour in Action Approved 2022.01 - 20 credit points	
Level 5 Optional - 20 credit points	OPTIONAL
[MODULE] 5100LBSBW Employability Skills Approved 2022.01 - 20 credit points	
[MODULE] 5101LBSBW Personal Development Approved 2022.01 - 20 credit points	
Optional placement - 120 credit points	OPTIONAL
Placement Year - 120 credit points	OPTIONAL
[MODULE] 5112LBSBW Sandwich Year - Business with Approved 2022.01 - 120 credit points	
OR Study Abroad - 120 credit points	OPTIONAL
[MODULE] 5111LBSBW Study Year Abroad Business with Approved 2022.02 - 120 credit points	

Optional Study Semester - 60 credit points		OPTIONAL
[MODULE] 5110LBSBW Study Semester Abroad - Business with Approved 2022.01 - 60 credit points		
Level 6 - 120 credit points		
Level 6 Core - 100 credit points		CORE
[MODULE] 6102LBSBW Strategic Management Approved 2022.01 - 20 credit points		
[MODULE] 6103LBSBW Business Consultancy Approved 2022.01 - 20 credit points		
[MODULE] 6104LBSBW Innovation and Creativity for Business Approved 2022.02 - 20 credit points		
[MODULE] 6107LBSBW Marketing for Emerging Markets Approved 2022.01 - 20 credit points		
[MODULE] 6108LBSBW Strategic Branding Approved 2022.01 - 20 credit points		
Level 6 Optional - 20 credit points		OPTIONAL
[MODULE] 6100LBSBW Corporate Social Responsibility Approved 2022.01 - 20 credit points		
[MODULE] 6101LBSBW Personal Development and Employment Approved 2022.02 - 20 credit points		

Module specifications may be accessed at <https://proformas.ljmu.ac.uk/Default.aspx>

Teaching, Learning and Assessment

Acquisition of knowledge is achieved through a broad range of teaching methods including lecture, seminar, workshop, action workshop, case study, video, practical, business game simulation; 'real-world' business issue and international and national case studies. Assessment methods are specified in each module handbook but include unseen examination, open book examination, coursework assignments and presentations. Intellectual skills are developed through practical (case study or 'real-world') project work, tutorial work and coursework assignments. Open ended practical project is designed to permit students to demonstrate achievement of all the learning outcomes in this category. Examples of teaching and learning on the programme include; Lectures Tutor led seminars Student led seminars Workshops Self directed learning Business game simulations Work placement year (optional) Intellectual skills are assessed. A variety of assessment methods are used and formal examination, coursework (including formal reports and presentations), Examples of assessment on the programme include; Essays Reports In-Class Tests Unseen Examinations Open Book Examinations Portfolios Practical skills are developed in a co-ordinated and progressive manner throughout the three levels of the programme. In the lower levels attention is focused on the acquisition of basic skills, while at the higher levels more advanced techniques are introduced. A variety of assessment methods are used to assess practical skills including practical tasks, formal reports, presentations, portfolios. Transferable skills are generally incorporated within modules and related to relevant assessments as appropriate. Transferable skills are assessed. A variety of assessment methods are used including examinations, portfolios of learning, formal reports, ICT tasks, presentations and business game simulations.

Opportunities for work related learning

The four elements of Work Related Learning (WRL): 1. Learning about oneself 2. Learning and practising skills 3. Experiencing the world of work 4. Experiencing and learning how to learn and manage oneself in a range of situations will be addressed through the continuing development of graduate skills that are embedded into the programmes as well as via campus based work related learning. With respect to elements 1, 2 and 4 the Team are of the opinion that the comprehensive mapping exercise of the graduate skills clearly demonstrates that these elements are incorporated into the Programmes, as all the skills will be taught, practised and assessed via the core modules. This approach provides students with an opportunity to follow their pathways at Level Five and Level Six that will enable them to further develop those skills that they identify as being important to them. In relation to element 3, this is achieved on the Programme via the optional Placement/ Year abroad. The programme also has strong employer involvement. Many modules have guest speakers from industry.

Entry Requirements

Type	Description
Assessment required	Mature Entry - Mature and non-standard applicants providing evidence of ability to undertake the programme will be considered on an individual basis.
A levels	112 UCAS Tariff Points from a minimum of 2 A Levels. Key skills points are accepted in accordance with the UCAS tariff.
BTECs	112 UCAS Tariff points.
Specific country requirements	Scottish Higher 117 UCAS Tariff points
Access awards	Access to HE Diploma in a Relevant Subject. Of the level 3 units, at least half must be Merit grade or above.
Alternative qualifications considered	GCSE (or O Level) Mathematics and English Language grade C or above (or equivalent) Pearson/Edexcel HND and foundation degree awards in a relevant subject area will be considered for direct entry to level 6.
International Baccalaureate	30 points from IB Diploma
NVQ	A Higher National Diploma (HND) in a cognate subject area will be considered for entry into Level 6. Applicants are expected to have achieved an average of merit standard Foundation Degree in a cognate subject will be considered for entry into Level 6. Applicants are expected to have achieved an average of 60%. Pearson/Edexcel (HND) and foundation degrees in a cognate subject area will be considered for entry into Level 6

Irish awards	Irish Leaving Certificate 112 UCAS Tariff points including 5 Highers
Other international requirements	Qualifications will be considered in line with normal entry requirements. Any applicant whose first language is not English will be required to have IELTS 6.0 with no less than 5.5 in any component, or an acceptable equivalent. Holders of the BSc Business Administration awarded by CBS Cyprus, will be awarded 120 credits (120 credits at Level 4) and can proceed into L5 of the programme International Students English Language Requirements. All International and EU students must meet the following minimum English Language requirements IELTS 6.0 with a minimum of 5.5 in each component

Extra Entry Requirements