

Overview

Programme Code	36710
Programme Title	Business with Digital 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 Science with Honours - BSH	See Learning Outcomes Below
Recruitable Target	Bachelor of Science with Honours (SW) - SBSH	See Learning Outcomes Below
Alternative Exit	Bachelor of Science - BS	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 Science (SW) - SBS	Students who obtain this award will have achieved most but not all of the programme learning outcomes of the equivalent Bachelors award with honours. 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 BSc (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.
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	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.

Alternate Award Names

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 BSc(Hons) Business With Digital 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 digital 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 for those students on this option. Fully engaged with the Future Focus programme and have the ability to reflect on challenging and successful experiences to enhance their professional development.

Learning Outcomes

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

Code	Description
PLO8	Act with increasing autonomy to conduct research into business and management issues.
PLO9	Develop a range of work-related skills that demonstrates business acumen.
PLO10	Utilise appropriate ICT software and critically evaluate internet sources.
PLO11	Plan, manage, review and evaluate own learning.
PLO12	Understand the role and management of marketing in a business organisation recognising its development and implications.
PLO13	Work effectively on their own and as part of a team.
PLO14	Manage time effectively by learning to plan and prioritise their work in order to meet specified deadlines.
PLO15	Learn independently in the spirit of critical enquiry.
PLO16	Communicate effectively with a wide range of individuals utilising a variety of appropriate media.
PLO17	Apply the business and marketing concepts and philosophy to private, public and not-for-profit sector organisations.
PLO18	Recognise the importance of collecting relevant data, and the variety of information sources, both primary and secondary.
PLO19	Analyse the contemporary issues in business and marketing.
PLO20	Demonstrate knowledge of the business communications tools and the need for integration.
PLO21	Demonstrate detailed knowledge of business and marketing.
PLO22	Demonstrate an awareness of strategic, legal and ethical issues affecting business organisations.
PLO23	Apply the skills necessary for academic study and enquiry.

Programme Structure

Programme Structure Description

Students will be offered the opportunity of either a study abroad or a placement year at Level 5. Students will be offered a semester abroad in semester 2 of Level 5 (60 credits). However students cannot take up the study abroad year AND the semester 2 abroad option Semester 2 Abroad 60 credits at Level 5 will be replaced with appropriate study abroad. Students will be enrolled onto a single study abroad module (5020LBSBW) which will 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. Study Abroad Year 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 (5021LBSBW) the modules to be studied in the host institution must be agreed in advance. 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 also onto the module 5022LBSBW Level 5 Options At Level 5 students can choose either 5002LBSBW Managing People and Organisations or 5006LBSBW Modern Language for Business

Programme Structure - 360 credit points	
Level 4 - 120 credit points	
Level 4 Core - 120 credit points	CORE
[MODULE] 4001LBSBW Academic Skills and Digital Literacy Approved 2022.01 - 20 credit points	
[MODULE] 4002LBSBW Foundation of Marketing Approved 2022.01 - 20 credit points	
[MODULE] 4003LBSBW Economics Approved 2022.01 - 20 credit points	
[MODULE] 4004LBSBW Accounting and Finance Approved 2022.06 - 20 credit points	
[MODULE] 4005LBSBW Global Business Management Approved 2022.04 - 20 credit points	
[MODULE] 4006LBSBW Media Communications Approved 2022.01 - 20 credit points	
Level 5 - 120 credit points	
Level 5 Core - 110 credit points	CORE
[MODULE] 5001LBSBW Media Production Management Approved 2022.01 - 20 credit points	
[MODULE] 5003LBSBW Business Research Approved 2022.01 - 10 credit points	
[MODULE] 5004LBSBW Practical Digital Marketing Skills Approved 2022.01 - 20 credit points	
[MODULE] 5005LBSBW Business Analytics Approved 2022.01 - 20 credit points	
[MODULE] 5007LBSBW The Digital Consumer Approved 2022.01 - 20 credit points	
[MODULE] 5100LBSBW Employability Skills Approved 2022.01 - 20 credit points	
Level 5 Optional - 10 credit points	OPTIONAL
[MODULE] 5002LBSBW Managing People and Organisations Approved 2022.01 - 10 credit points	
[MODULE] 5006LBSBW Modern Language for Business Approved 2022.01 - 10 credit points	
Optional placement - 120 credit points	OPTIONAL
Placement Year - 120 credit points	OPTIONAL
[MODULE] 5022LBSBW Sandwich Year - Business with Approved 2022.01 - 120 credit points	
OR Study Abroad - 120 credit points	OPTIONAL
[MODULE] 5021LBSBW Study Year Abroad - Business with Approved 2022.01 - 120 credit points	
Optional Study Semester - 60 credit points	OPTIONAL

[MODULE] 5020LBSBW Study Semester Abroad - Business with Approved 2022.01 - 60 credit points	
Level 6 - 120 credit points	
Level 6 Core - 120 credit points	CORE
[MODULE] 6001LBSBW Sustainable Futures Approved 2022.01 - 20 credit points	
[MODULE] 6002LBSBW Global Marketing Approved 2022.01 - 20 credit points	
[MODULE] 6003LBSBW Strategic Management Approved 2022.01 - 20 credit points	
[MODULE] 6004LBSBW Digital Marketing Approved 2022.01 - 20 credit points	
[MODULE] 6005LBSBW Business Consultancy Approved 2022.01 - 20 credit points	
[MODULE] 6006LBSBW Integrated Marketing Communications Approved 2022.01 - 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, international and national case studies. Assessment methods are specified on each canvas site but include examination, portfolio, coursework assignments and presentations. Intellectual skills are developed through practical (case study or 'real-world') tutorial work and coursework assignments. Open ended practical and project work 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), are the main methods for assessment. Examples of assessment on the programme include; Essays Reports In-Class Tests Unseen Examinations Open Book Examinations Portfolio Practical skills are developed in a co-ordinated and progressive manner throughout 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, 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. In relation to element 3, this is achieved on the Programme via the optional Placement/ Year abroad. The programme also has strong employability focus at all levels with modules mapped to the LJMU Student Employability, Enterprise and Employment Strategy 2019-23

Entry Requirements

Type	Description
Specific country requirements	Scottish Higher 117 UCAS Tariff points
Interview required	Mature Entry - Mature and non-standard applicants providing evidence of ability to undertake the programme will be considered on an individual basis.
Alternative qualifications considered	GCSE (or O Level) Mathematics and English Language grade 4 or grade C or above or an approved alternative qualification: • Key Skills Level 2 in English/ Maths • NVQ Level 2 Functional skills in Maths and English Writing and or Reading • Skills for Life Level 2 in Numeracy/English • Higher Diploma in Maths/ English • Functional skills Level 2 in Maths/ English • Northern Ireland Essential Skills Level 2 in communication or Application of Number • Wales Essential Skills Level 2 in Communication or Application of Number
BTECs	112 UCAS Tariff points.
International Baccalaureate	30 points from IB Diploma
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 considered for entry into level 5 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
Irish awards	Irish Leaving Certificate 112 UCAS Tariff points including 5 Highers
NVQ	Pearson/Edexcel (HND)and foundation degrees in a cognate subject area will be considered for entry into Level 6.
Access awards	Access to HE Diploma in a Relevant Subject. Of the level 3 units, at least half must be Merit grade or above.
A levels	112 UCAS Tariff Points from a minimum of 2 A Levels. Key skills points are accepted in accordance with the UCAS tariff.

Extra Entry Requirements

