

## Programme Specification Document

Approved, 2022.02

### Overview

<b>Programme Code</b>	36711
<b>Programme Title</b>	Business with Digital Marketing
<b>Awarding Institution</b>	Liverpool John Moores University
<b>Programme Type</b>	Degree
<b>Language of Programme</b>	All LJMU programmes are delivered and assessed in English
<b>Programme Leader</b>	
<b>Link Tutor(s)</b>	Linda Walsh

<b>Partner Name</b>	<b>Partnership Type</b>
Dong A University	Franchised

## Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Science with Honours - BSH	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	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 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	
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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
Full-Time, Face to Face	September	Dong A University	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

### Learning Outcomes

Code	Description
PLO1	Communicate effectively with a wide range of individuals utilising a variety of appropriate media.
PLO2	Apply the skills necessary for academic study and enquiry.
PLO3	Select, use and evaluate information from a variety of sources.
PLO4	Analyse and interpret quantitative and qualitative data.
PLO5	Utilise judgement to draw appropriate conclusions and make recommendations.
PLO6	Analyse, evaluate and synthesise theoretical and applied knowledge and information to develop a coherent understanding and conclusion.
PLO7	Develop own leadership, team working and other personal qualities necessary for a business marketing career.
PLO8	Apply problem solving and decision making skills.
PLO9	Act with increasing autonomy to conduct research into business and management issues.
PLO10	Develop a range of work-related skills that demonstrates business acumen.
PLO11	Utilise appropriate ICT software and critically evaluate internet sources.
PLO12	Demonstrate a comprehensive understanding and ability to analyse and evaluate the nature, structure, functions, processes of business organisations and marketing implications.
PLO13	Plan, manage, review and evaluate own learning.
PLO14	Work effectively on their own and as part of a team
PLO15	Manage time effectively by learning to plan and prioritise their work in order to meet specified deadlines
PLO16	Learn independently in the spirit of critical enquiry
PLO17	Understand the role and management of marketing in a business organisation recognising its development and implications.
PLO18	Apply the business and marketing concepts and philosophy to private, public and not-for-profit sector organisations.

<b>Code</b>	<b>Description</b>
PLO19	Recognise the importance of collecting relevant data, and the variety of information sources, both primary and secondary.
PLO20	Analyse the contemporary issues in business and marketing.
PLO21	Demonstrate knowledge of the business communications tools and the need for integration.
PLO22	Demonstrate detailed knowledge of business and marketing.
PLO23	Demonstrate an awareness of strategic, legal and ethical issues affecting business organisations.

## Programme Structure

### Programme Structure Description

Programme Structure - 360 credit points	
Level 4 - 120 credit points	
Level 4 Core - 120 credit points	CORE
[MODULE] 4601DGABW Academic Skills and Digital Literacy Approved 2022.01 - 20 credit points	
[MODULE] 4602DGABW Foundation of Marketing Approved 2022.01 - 20 credit points	
[MODULE] 4603DGABW Economics Approved 2022.01 - 20 credit points	
[MODULE] 4604DGABW Accounting and Finance Approved 2022.01 - 20 credit points	
[MODULE] 4605DGABW Global Business Management Approved 2022.01 - 20 credit points	
[MODULE] 4606DGABW Media Communications Approved 2022.01 - 20 credit points	
Level 5 - 120 credit points	
Level 5 Core - 120 credit points	CORE
[MODULE] 5600DGABW Employability Skills Approved 2022.01 - 20 credit points	
[MODULE] 5601DGABW Media Production Management Approved 2022.01 - 20 credit points	
[MODULE] 5602DGABW Managing People and Organisations Approved 2022.01 - 10 credit points	
[MODULE] 5603DGABW Business Research Approved 2022.01 - 10 credit points	
[MODULE] 5604DGABW Practical Digital Marketing Skills Approved 2022.01 - 20 credit points	
[MODULE] 5605DGABW Business Analytics Approved 2022.01 - 20 credit points	
[MODULE] 5607DGABW The Digital Consumer Approved 2022.01 - 20 credit points	
Level 6 - 120 credit points	
Level 6 Core - 120 credit points	CORE
[MODULE] 6601DGABW Sustainable Futures Approved 2022.01 - 20 credit points	
[MODULE] 6602DGABW Global Marketing Approved 2022.01 - 20 credit points	
[MODULE] 6603DGABW Strategic Management Approved 2022.01 - 20 credit points	
[MODULE] 6604DGABW Digital Marketing Approved 2022.01 - 20 credit points	
[MODULE] 6605DGABW Business Consultancy Approved 2022.01 - 20 credit points	
[MODULE] 6606DGABW 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; '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.

## Entry Requirements

Type	Description
Alternative qualifications considered	Vietnam Secondary School Graduation/Year 12 completion with a minimum GPA of 7.0 and English level IELTS 5.5 with a minimum of 5.5 in each component. Or Where students do not achieve a GPA of 7.0 we will accept successful completion of the first year of Vietnamese University and English level IELTS 5.5, or equivalent, with a minimum of 5.5 in each component.

## Extra Entry Requirements