

Programme Specification

BSc Business and Management (Marketing)

For students entering Part 1 in September 2024

UCAS Code: NN25

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This document sets out key information about your Programme and forms part of your Terms and Conditions with the University of Reading.

Awarding Institution	University of Reading
Teaching Institution	University of Reading
Length of Programme	3 years
Length of Programme with placement/year abroad	BSc Business and Management (Marketing) (students from ITM PA Mumbai) - 3 years BSc Business and Management (Marketing) with Year Abroad - 4 years (UCAS Code: N2N6) BSc Business and Management (Marketing) with Placement Year - 4 years (UCAS Code: N2N5)
Accreditation	AACSB CIM
QAA Subject Benchmarking Group	Business and Management

Programme information and content

The Programme will provide students with a firm understanding of the practice, concepts and theories of marketing within the wider context of business and management, as well as it will equip students with the skills and competencies needed to apply these concepts in practice. Key features of the programme are as follows:

- The programme can be taken over either three or four years. Students opting to take the four year programme can choose either a placement or to study abroad in their third year.
- While the programme ensures that students will acquire knowledge in all of the fundamentals of marketing within the wider context of management, it also offers a high degree of flexibility. Any student joining the Business and Management (Marketing) programme can transfer to any of the more specialist associated programmes at the end of the first year.
- The programme is focused on employability. We recognise that business is constantly evolving but we believe that equipping students with the knowledge of the core foundations of business and developing their business oriented and personal skills will ensure that they are well equipped to succeed in a rapidly changing

environment. Consequently, the skills required to secure roles and then succeed in them is embedded in the curriculum.

Aims, expectations and opportunities afforded by each Part:

<p>Part 1:</p>	<p>Provides a firm grounding in business and management that will support students over the remainder of their studies at Henley, whatever specialist options they choose.</p> <p>Part 1 develops the students core knowledge and skills. They will be introduced to the core theories of the disciplines which underpin business – economics, psychology, sociology and the humanities. Students will also learn and apply key business concepts and theories, which will provide them with a foundation in strategy, marketing, organisational behaviour, entrepreneurship, data analytics and accounting.</p> <p>In Part 1, students will also develop their own business and personal skill set.</p>
<p>Part 2:</p>	<p>Provides a more in-depth understanding of core principles in international strategy and operations, organisational behaviour, human resource management and social responsibility. Part 2 sets foundations in the world of marketing through studying core aspects of marketing, including marketing essentials, consumer behaviour and branding theory and practice.</p> <p>Students will also undertake a short, guided project focusing on social responsibility in action.</p>
<p>Placement/Study abroad year:</p>	<p>Placement/Study abroad year: Students can choose to transfer straight into Part 3 or undertake an additional year either in a work placement or studying in an overseas University.</p> <p>A one-year work placement aims at developing professional practice skills that form the basis for students' future careers. It provides hands-on experience in a business or professional practice and develops transferrable skills.</p> <p>A year studying abroad allows students to gain life experiences and skills that are actively sought out by employers. These can be a talking point at interviews or part of a CV that makes students stand out from the crowd.</p>
<p>Part 3:</p>	<p>Gives students the opportunity to advance their knowledge as well as skills in marketing and specialise in different areas of marketing. Students will undertake core modules in marketing, including digital marketing, marketing communications and/or optimising marketing performance. Students will also be able to choose optional modules from a range of</p>

	<p>specialist modules that we offer and have the option of undertaking a dissertation in Marketing.</p> <p>In Part 3, students will also be introduced to personal leadership development.</p>
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Programme Learning Outcomes - BSc Business and Management (Marketing)

During the course of the Programme, you will have the opportunity to develop a range of skills, knowledge and attributes (known as learning outcomes) For this programme, these are:

Learning outcomes	
1	Appraise and synthesise academic knowledge of the fundamental concepts of business management, of and the theoretical basis of management and business with an emphasis on marketing.
2	Analyse qualitative information and process quantitative data.
3	Demonstrate critical thinking skills.
4	Evaluate the value of diversity and multiculturalism through team-working.
5	Analyse their roles and responsibilities as individuals to support organisational activity which encourages positive outcomes and results in a fairer and inclusive society.
6	Appraise the global context in which organisations operate and have an understanding of the importance of international business and the drivers of change in business in the UK and abroad.
7	Recognise the need for continuing professional learning and development throughout their career.
8	Demonstrate confident, credible communication regardless of the mode of transmission.
9	Value flexibility and a readiness to change.
10	Evaluate and/or apply leading-edge practices and current developments in the practice and theory of business management with an emphasis on marketing.
11	Demonstrate and assess sound business practice with an emphasis on marketing.
12	[For the programme with Placement Year ONLY] Contextualise their academic learning in a placement role relevant to their programme of studies and develop their professional experience, skills and knowledge, contributing significantly towards their continuous learning and career prospects as graduates.

You will be expected to engage in learning activities to achieve these Programme learning outcomes. Assessment of your modules will reflect these learning outcomes and test how far you have met the requirements for your degree.

To pass the Programme, you will be required to meet the progression or accreditation and award criteria set out below.

Module information

Each part comprises 120 credits, allocated across a range of compulsory and optional modules as shown below. Compulsory modules are listed.

Part 1 Modules:

Module	Name	Credits	Level
MM1F19	Management Debates: Ways of thinking about business	40	4
MM1F20	Business in Practice: Markets, Marketing and Management	20	4
MM1F27	Business in Practice: Accounting for managers	20	4
MM1F28	Business in Practice: Data analytics	20	4
MM1F29	Developing Professional Excellence	20	4

Part 2 Modules:

Module	Name	Credits	Level
MM208	Consumer Behaviour	20	5
MM218	Marketing Essentials	20	5
MM296	Building competitive advantage: Business Strategy and Operations	20	5
MM297	Managing Work and People: Organisational Behaviour and Human Resources Management	20	5
MM298	Social Responsibility in Action	20	5
MM299	Branding Theory and Practice	20	5

Modules during a placement year or study year (if applicable):

Module	Name	Credits	Level
MM200	Study Abroad Year	120	5
MM284	Work Placement	120	5

If students take a year-long placement or study abroad, Part 3 as described below may be subject to variation.

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Part 3 Modules:

Module	Name	Credits	Level
MM304	Developing Personal Leadership	20	6
MM391	Digital Marketing	20	6

Students must also select at least one of the following modules:

Module	Name	Credits	Level
MM341	Marketing Communications	20	6
MM342	Optimising Marketing Performance	20	6

Remaining credits will be made up of optional modules available in Henley Business School or modules from elsewhere in the University.

Placement opportunities

Placements:

Students may be provided with the opportunity to undertake a credit-bearing placement as part of their Programme. This will form all or part of an optional module. Students will be required to find and secure a placement opportunity, with the support of the University

Study Abroad:

Students may be provided with the opportunity to undertake a Study Abroad placement during their Programme. This is subject to them meeting academic conditions detailed in the Programme Handbook, including obtaining the relevant permissions from the School, and the availability of a suitable Study Abroad placement. If students undertake a Study Abroad placement, further arrangements will be discussed and agreed with them.

Optional modules:

The optional modules available can vary from year to year. An indicative list of the range of optional modules for your programme can be found online in the Course Catalogue. Details of optional modules for each part, including any additional costs associated with the optional modules, will be made available to you prior to the beginning of the Part in which they are to be taken and you will be given an opportunity to express interest in the optional modules that you would like to take. Entry to optional modules will be at the discretion of the University and subject to availability and may be subject to pre-requisites, such as completion of another module. Although the University tries to ensure you are able to take the optional modules in which you have expressed interest this cannot be guaranteed.

Teaching and learning delivery:

The programme design is based on academic reasoning, as well as on collaborations with the Henley Careers team, students and representatives from the industry to provide students with a solid foundation in business and management, informed by industry trends and cutting-edge thinking.

The programme introduces key business and management, as well as marketing concepts, and their applications. It is designed to develop students' knowledge and understanding of different business and management functions and practices, as well as their intellectual,

practical and transferable skills to succeed as a business and management graduate. Student centred, the teaching and learning strategy includes constructivist, inquiry-based, reflective, collaborative, and integrative approaches. Following the principle of scaffolding, learning gets appropriately and progressively challenging as students go through their programme, and modules build on prior knowledge and skills gained in previous years, due to how pre-requisites are stipulated for Part 2 and Part 3 modules. Final year modules require more independent study which helps students build their academic confidence to become self-directed autonomous learners.

Within the programme, students are taught through lectures, seminars and workshops. Total study hours for each Part of the programme will be 1200 hours. The contact hours will depend upon module combination; an average for a typical set of modules on this programme is Part 1 – 200 hours, Part 2 - 200 hours, Part 3 - 165 hours (excluding Placement year and Study Abroad year if applicable).

In addition to the scheduled contact hours, students will be expected to undertake guided independent study. Information about module contact hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description.

Face-to-face learning and digital learning are vital elements of the learning process. Modules will offer a mix of these to create a flexible, accessible and inclusive learning experience. Digital learning will be based on a combination of video recordings, online discussion boards and using various online resources.

Employability, professional and personal development is an integral part of the programme, and it is both embedded in the curriculum and encouraged through extra-curricular activities and engagement with Henley Careers coaches.

Students will receive the required support from module convenors, teaching assistants, academic tutors, Henley Career coaches, Henley and university Librarians, the university's study support and IT helpdesk.

Elements of your programme will be delivered via digital technology.

The scheduled teaching and learning activity hours and amount of technology enhanced learning activity for your programme will depend upon your module combination. In addition, you will undertake some self-scheduled teaching and learning activities, designed by and/or involving staff, which give some flexibility for you to choose when to complete them. You will also be expected to undertake guided independent study. Information about module study hours including contact hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description.

Accreditation details

This programme is accredited by AACSB and the CIM.

Assessment

The programme learning outcomes are assessed according to the UG marking criteria adopted at the University level. These are: knowledge and understanding, cognitive skills, practical skills and transferable skills. It is important to note that different disciplines (related to different business functions) require different types of assessment (e.g., accounting requires at least one exam).

The volume of summative assessments is typically 2 per 20 credit modules, but certain modules will use only one or will need 3 to meet module outcomes. When using 2 or more assessments, these will be assigned at separate times of the semester to avoid overloading students.

Assessment feedback and feed forward play an essential role. The focus is on making the feedback timely, clear and useful to the student, helping them improve in the next instance when the same assessment is used.

Progression

Part 1

To achieve a threshold performance at Part 1, a student will normally be required to:

- (i) Obtain an overall average of 40% over 120 credits taken in Part 1;
- (ii) Obtain a mark of at least 40% in individual modules amounting to not less than 80 credits taken in Part 1; and
- (iii) Obtain marks of at least 30% in modules amounting to 120 credits.

In order to progress from Part 1 to Part 2, a student must achieve a threshold performance;

The achievement of a threshold performance at Part 1 qualifies a student for a Certificate of Higher Education if they leave the University before completing the subsequent Part.

Transferring from a Joint Honours to a Single Honours programme

Students are able to transfer from a Joint Honours to a Single Honours programme in one of their joint subject areas at the end of Part 1, subject to fulfilling the Part 1 University Threshold Standard, achieving marks of at least 40% in at least 40 credits of modules in the subject to which they wish to transfer, and fulfilling any programme-specific progression rules for the Part 1 Single Honours Programme to which they wish to transfer.

Students who transfer from a Joint Honours to a Single Honours programme may not have taken all of the Part 1 modules listed in the Single Honours Programme Specification. The modules which they have taken will be shown on their Diploma Supplement.

Part 2

To achieve a threshold performance at Part 2, a student shall normally be required to:

- (i) Obtain a weighted average of 40% over 120 credits taken in Part 2; and
- (ii) Obtain marks of at least 40% in individual modules amounting to at least 80 credits taken in Part 2; and
- (iii) Obtain marks of at least 30% in individual modules amounting to at least 120 credits, except that a mark below 30% may be condoned in no more than 20 credits of modules owned by the Department of Mathematics and Statistics.

In order to progress from Part 2 to Part 3, a student must achieve a threshold performance;

The achievement of a threshold performance at Part 2 qualifies a student for a Diploma of Higher Education if they leave the University before completing the subsequent Part.

Placement/study abroad year

Students are required to pass the professional placement year/study abroad year in order to progress on the programme which incorporates the professional placement year/study abroad year. Students who fail the professional placement year/study abroad year transfer to the non-placement year version of the programme.

Classification

Bachelors' degrees

The University's honours classification scheme is based on the following:

Mark Interpretation

70% - 100% First class

60% - 69% Upper Second class

50% - 59% Lower Second class

40% - 49% Third class

35% - 39% Below Honours Standard

0% - 34% Fail

The weighting of the Parts/Years in the calculation of the degree classification is:

Three year programmes:

Part 2: one-third

Part 3: two-thirds

Four year programmes, including study abroad

Part 2: one-third

Study abroad: Year abroad not included in the classification

Part 3: two-thirds

The classification method is given in detail in the Assessment Handbook: [UoR Report \(reading.ac.uk\)](#) (see, in particular, section 17.5 and, for variants on the main method, Annex 1).

Additional costs of the programme

Costs are indicative and may vary according to optional modules chosen and are subject to inflation and other price fluctuations. Estimates were calculated in 2023.

During the student's programme of study the student will incur some additional costs.

For textbooks and similar learning resources, we recommend that students budget approximately £300 a year. Some books may be available second-hand, which will reduce costs. A range of resources to support the curriculum, including textbooks and electronic resources, are available through the library. Reading lists and module specific costs are listed on the individual module descriptions.

Subject to the student's module selection, the student may be required to purchase sundry materials (i.e. printing). Many students find it advantageous to have their own personal computing facilities though there are central facilities available.

For further information about your Programme please refer to the Programme Handbook and the relevant module descriptions, which are available at <http://www.reading.ac.uk/module/>. The Programme Handbook and the relevant module descriptions do not form part of your Terms and Conditions with the University of Reading.

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7 November 2023

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