

PROGRAMME SPECIFICATION

FOR AN AWARD OF THE UNIVERSITY OF ESSEX

Each taught scheme of study leading to an award of the University of Essex has a Programme Specification, which identifies:

- the aims of the scheme of study
- the learning outcomes
- the corresponding methods of learning, teaching and assessment
- the scheme structure
- the rules of assessment.

The Programme Specification also defines the level of the final award in relation to the *QAA Framework for Higher Education Qualifications*, lists the admission requirements and details of accreditation by professional bodies, where appropriate. The Programme Specification is compiled in Sections A-D, which taken together are the complete specification for the scheme of study.

MANAGEMENT AND MARKETING

SECTION A: DETAILS OF THE SCHEME OF STUDY AND AWARD

Award Title:	Bachelor of Science MANAGEMENT AND MARKETING
Awarding Institution:	University of Essex
Professional Accreditation:	
Final Award:	BSc
NQF Level of Qualification:	Honours
Full / Part Time:	Full-Time
Relevant QAA Subject Benchmark:	General Business & Management
2nd QAA Benchmark for Joint Schemes:	
3rd QAA Benchmark for Joint Schemes:	
JACS Code:	NN25
Publication Date:	11.04.2013
Admissions Criteria	
A-levels: ABB GCSE Mathematics: C GCSE English Language: C IB: 32 points, including Standard Mathematics grade 4	

MANAGEMENT AND MARKETING**SECTION B: PROGRAMME AIMS, OUTCOMES AND TEACHING AND ASSESSMENT METHODS:**

Programme Aims:	
1.	to provide students with an in-depth understanding of what is involved in managing organizations in the contemporary context and to offer opportunities to develop expertise in a chosen management specialism;
2.	to equip students with the knowledge and skills necessary to pursue a career in management;
3.	to encourage and facilitate critical, analytical thinking by students as a vital foundation for subsequent academic study, employment, professional and personal development, and participation in society;
4.	to enable students to acquire the personal and key skills they need to develop as autonomous and reflective individuals with the capacity to continue learning;

Programme Outcomes: Knowledge and Understanding	
Code	Learning Outcome
A1(AC204)	A knowledge of the structures, functions, processes and cultures pertaining to a range of social organizations, including business organizations.
A2(AC205)	A knowledge of the external environment within which organizations operate, including the political, social, economic and technological contexts at both national and international levels.
A3(AC206)	A knowledge of the functions, processes and practices relating to the management and coordination of organizations, for example, decision-making, strategy formulation, leadership, and people management.
A4(AC207)	An understanding of the development and functioning of markets for resources, goods and services.
A5(AC208)	A practical and theoretical understanding of the role, significance and application of accounting and finance in management.
A6(AC209)	An understanding of the role of customers and consumers, including the service relationship and brand management.
A7(AC210)	An appreciation of the significance of policy and strategy formulation.
A8(AC211)	An appreciation of a range of contemporary and pervasive issues such as globalization, business ethics, human resource management, innovation and new information and communication technologies.
Learning/Teaching Methods:	Lectures and tutor-led seminars Directed reading Individual and group tasks
Assessment Methods:	Unseen written examinations Assessed essays and other coursework assignments Class tests Pre-published class assignments

Programme Outcomes: Intellectual/Cognitive Skills	
Code	Learning Outcome
B1(AC212)	A capacity for critical thinking, analysis and synthesis, including an appreciation of the logical structure of academic argumentation and an ability to connect empirical evidence to theoretical debate.
B2(AC213)	Reflexivity and sensitivity in relation to a range of business and management issues affected by culture and diversity.
B3(AC214)	An ability to research business and management issues, combining theoretical analysis and secondary data sources to improve understanding.
Learning/Teaching Methods:	Lectures and tutor-led seminars Directed reading Individual and group tasks
Assessment Methods:	Unseen written examinations Assessed essays and other coursework assignments Class tests Pre-published class assignments

Programme Outcomes: Practical Skills	
Code	Learning Outcome
C1(AC215)	Ability to locate, extract and analyse data from multiple sources, including the acknowledgement and referencing of sources
C2(AC216)	communication skills including the ability to present information together with analysis, argument and commentary in a form appropriate to different intended audiences
Learning/Teaching Methods:	Lectures and tutor-led seminars Directed reading Individual and group tasks
Assessment Methods:	Unseen written examinations Assessed essays and other coursework assignments Class tests Pre-published class assignments

Programme Outcomes: Key Skills	
Code	Learning Outcome
D1(AC35): Communication	Present ideas and arguments in a coherent and effective manner;
D2(AC36): IT Skills	Use appropriate Information Technology to locate, acquire and analyse data;
D3(AC37): Numeracy	Manipulate numerical data and apply basic statistical concepts;
D4(AC38): Problem Solving	Identify and analyse problems and apply appropriate knowledge and skills to develop effective solutions;
D5(AC39): Working with others	Improving own Learning/Performance.

MANAGEMENT AND MARKETING**SECTION C: PROGRAMME STRUCTURE:**

Please note this structure is for the course as delivered by the University of Essex

YEAR 1 - BE1 MM13

Comp	Module Code	Title	NQF Level	Comp Credits	Status in Award
01	BE100-4-FY	BE100-4-FY	4	30	Core
02	BE300-4-FY	BE300-4-FY	4	30	Compulsory
03	BE400-4-FY	BE400-4-FY	4	30	Core
04	EC100-4-FY	EC100-4-FY	4	30	Compulsory
05	BE901-4-AU	BE902-4-AU	4	0	Core

YEAR 2 - BE2 MM14

Comp	Module Code	Title	NQF Level	Comp Credits	Status in Award
01	BE111-5-AU	BE111-5-AU	5	15	Compulsory
02	BE410-5-AU	BE410-5-AU	5	15	Compulsory
03	BE510-5-AU	BE510-5-AU	5	15	Compulsory
04	BE413-5-SP	BE413-5-SP	5	15	Compulsory
05	BE511-5-SP	BE511-5-SP	5	15	Compulsory
06	--	2ND YEAR EBS (COLCHESTER CAMPUS) OPTION (15 CREDITS)	5	15	Optional
07	--	2ND YEAR EBS (COLCHESTER CAMPUS) OR OUTSIDE OPTION (1X30 CREDITS) OR (2X15 CREDITS)	5	30	Optional

YEAR 3 - BE3 MM15

Comp	Module Code	Title	NQF Level	Comp Credits	Status in Award
01	BE431-6-SP	BE431-6-SP	6	15	Compulsory
02	BE438-6-AU	BE438-6-AU	6	15	Compulsory
03	BE530-6-SP	BE530-6-SP	6	15	Compulsory
04	BE439-6-AU	BE439-6-AU	6	15	Compulsory
05	BE440-6-AU	BE440-6-AU	6	15	Compulsory
06	--	FINAL YEAR EBS (COLCHESTER CAMPUS) OPTION (15 CREDITS)	6	15	Optional
07	--	EBS (COLCHESTER CAMPUS) OR OUTSIDE OPTION (1X30 CREDITS) OR (2X15 CREDITS)	5	30	Optional

Additional Notes on Module Choices

The choice of options will be subject to satisfying any pre-requisite requirements and approval of the appropriate Programme Director.

Final year students on this course must pass at least 90 credits of level 6 modules. The remaining 30 credits may be obtained from level 5 modules (second year), level 6 modules (final/third year) or an outside option.

MANAGEMENT AND MARKETING**SECTION D: RULES OF ASSESSMENT:****Web Page Address:**

<http://www2.essex.ac.uk/academic/students/ug/rules.htm>

Rules of Assessment:

Assessment information for individual modules can be found on the Module Directory at <http://www.essex.ac.uk/courses/>