

Course Information Sheet

BSc (Hons)

Business and Marketing

Mode and course length - Full-time (3 years)

Location - UCLan London campus (East India Docklands)

Awarding Body - University of Lancashire. As a registered Higher Education provider University of Lancashire is regulated by the Office for Students.



Overview

Our Business and Marketing degree provides a comprehensive foundation in business principles while honing your skills in key marketing areas such as digital marketing, consumer behavior, and branding. You'll gain practical experience in business finance, human resources, and marketing communications, helping you discover your ideal career path.

In today's highly competitive industries, organisations rely heavily on skilled marketers to thrive. With this degree, we aim to equip you with a comprehensive understanding of the strategies and techniques that drive success in the dynamic and ever-evolving business world. This degree will provide a comprehensive study of various key areas of branding, brand management, market research methods, consumer behaviour and digital marketing.

Our lecturers are experts in their fields and all have solid hands-on industry experience. You will also consider the role of digital marketing in marketing strategy and the key metrics for measuring effectiveness. These are just a few examples of the diverse subjects covered in our Business and Marketing degree. By providing a comprehensive study in these areas and more, we aim to equip our students with the knowledge and skills necessary to excel in the dynamic and competitive career field of business and marketing.

With key modules in Digital Marketing, Consumer Behaviour, Marketing Communications and Branding, the course will prepare you for a career in marketing management in sectors such as Fast-Moving Consumer Goods (FMCG), financial services, telecoms, and tourism.

Course Delivery

Our courses are delivered through a variety of teaching and learning methods that provide students with a modern and engaging higher education experience. These include lectures, seminars, workshops, practical sessions, group projects, reflective practice, case studies, and work-related learning. You will also use our Virtual Learning Environment (VLE) to access learning resources, submit assignments, and engage in online discussions.

Each course is structured into 'modules', each focusing on specific subject areas. Module information, including learning outcomes and assessment requirements, will be provided through Module Handbooks and the VLE.

Assessment

Assessment methods are varied and may include written assignments, essays, case study analyses, presentations, reports, and research projects. These approaches allow you to demonstrate both your academic knowledge and your practical skills.

Most modules include more than one assessment, giving you the opportunity to develop a range of competencies. Formative feedback will be provided throughout your studies to help you progress and strengthen your performance.

Fees

Information about your course fee, including any annual fee increases or deposits (if required), can be found in your offer letter.

Additional Costs

During your course, you may be required to take extra or repeated modules to recover any modules you have failed. You will be charged an additional tuition fee to cover the costs of the extra or repeat modules. This additional fee will be based on the credits for the module(s) you repeat or take.

Modules

Core Modules

Year 1: BM1022 Business Finance

This module introduces the students to the fundamentals of business finance relevant to local and international markets. Students will read, understand and analyse a set of financial statements and use the information to make informed decisions. The emphasis is on developing an understanding of financial concepts for non-financial managers, including financial reporting principles (context, purposes and regulatory framework), understanding and evaluating financial statements, cost data analysis, budgeting, decision making, and sources of financing a business.

Year 1: BM1023 Economics for Business

Economics for Business provides students with the opportunity to explore microeconomics which considers scarce resources and human wants and the interaction of economic agents – consumers, businesses and governments, and macroeconomics, which involves study of the overall economy including economic growth, inflation and unemployment. By analyzing how these concepts manifest in the current global economy through historic and current events, students will be able to understand the complex economic issues and problems that modern society faces.

Year 1: BM1024 Introduction to Business

This module helps students to make sense of business and its changing environment. It introduces students to what businesses are, how they are formed, how they run, how they grow over time, and how they react to the changing nature of the world. The module begins with a review of the business environment, considering the effect of political, economic, socio-cultural, technological, ethical, and legal influences.

The module also seeks a connection between academic content and work, providing opportunity for students to develop awareness of career opportunities in the business world across a range of sectors, and encourage students to start setting aspirational targets for their own career path.

Year 1: BM1025 Academic and Professional Skills

The module develops a range of academic skills, providing a basis for success and progression at university and beyond. The aim is to teach these skills explicitly at the first stage of the undergraduate journey, working to improve not only academic competence, but to develop the confidence, resilience and critical abilities of students. The module covers practical written skills including planning of written work and use of academic register. Other elements include the use and process of research, helping students to find appropriate sources, assess their

reliability and then integrate these into their own work using academic referencing. The module also teaches techniques for delivering effective presentations as well as transferrable skills such as teamwork and time-management.

Year 2: BM2028 Legal Aspects of Business

This module is designed to introduce students to the English legal system and the legal areas that relate to Business. This will include the law of obligations including contract and tort, and employment law. Students will develop a detailed knowledge of company law so they understand the framework for the formation and constitution of companies and the legal requirements for their successful management. An understanding of corporate governance, ethics and ethical behaviour will be interwoven throughout the module. Multiculturalism has also been considered during the design of this module.

Year 2: BM2029 Managing Human Resources

This module examines the contribution that human resourcing can make to organisational goals. More specifically the module deals with those human resourcing activities likely to be within the line manager's experience. Methods of motivating and developing people within the organisation and employee withdrawal and redundancy will be emphasized.

Year 2: BM2030 Marketing Communications and Branding

This module is designed for students who will become decision makers in almost any organisation concerned with customer/stakeholder communications including advertising, public relations, promotions, internet, marketing, media and client organisations. Students will learn and practice message and touchpoint integration, paying attention to effectiveness, ethics, sustainability, measurable results, and the importance of information technology in this process.

Year 2: BM2031 Principles and Practices of Marketing

This module explores marketing theories and how they fit into a business organisation's overall management and planning process. Students will be guided to consider marketing at domestic, international, and global levels, incorporating equality, multiculturalism, and sustainability issues. The module uses real-world case studies and activities to explore marketing in practice, providing opportunities for learners to develop relevant employability, digital, and professional skills.

Year 3: BM3101 Consumer Behaviour

This module aims to examine how and why consumers behave the way they do and to explore what influences the varying choices they make, in order to construct effective marketing strategies. Students will explore intuitions about their own behaviour, as well as learn about and apply theories developed in marketing, psychology and other behavioural sciences to predict how consumers may respond to specific marketing activities.

Year 3: BM3102 Digital Marketing

Digital marketing is central to the employability of UCLAN students. Most modern marketing jobs involve the knowledge of digital marketing as a central component. The transferable skills gained by students studying this module will greatly enhance the employability of our graduating students. The module enables students to consider the essential elements of digital marketing to include its uses in and applications to customer databases and its links to strategic marketing. Importantly, it affords a consideration of the growing relevance of social media and the legal environment impacting on digital marketing.

Year 3: BM3103 Executing Business Strategy

The Executing Business Strategy module focuses on the processes of strategic management in organisations. This involves the evaluation of the organisation's situation, analysis and selection of strategic alternatives, and implementation and evaluation of the strategic plan and position. The module aims to develop the student's ability to work within a diverse team, as well as their oral, written, analytical and decision-making skills.

Year 3: BM3106 Undergraduate Project (Business Contexts)

This module engages students in a substantial piece of individual research, based on a real-world case study. It enables students to consolidate prior learning through secondary research, which involves using existing open-source data within the research process. The module aims to enhance the students' understanding of research processes and promote active engagement with research methods relevant to their subject. Students will also consider the ethical implications of research within the business context. The module will provide the opportunity to research specific organisations, allowing for the needs of students from different pathways to be met.

**Ignite your
potential**

