Business Management (Marketing) by distance learning

This programme is No Longer Recruiting. This programme is offered by UEL with elements supported by ICS Ltd.

Final award	BA (Hons)
Intermediate awards available	Cert HE, Dip HE, Ordinary degree, University Undergraduate (Associate) Certificate
UCAS code	-
Details of professional body accreditation	n/a
Relevant QAA Benchmark statements	General Business and Management (QAA, 2000)
Date specification last up-dated	July 2013

Profile

The summary - UCAS programme profile

BANNER BOX:

This programme can be started at any time and offers a broad grounding in the study of business with a particular focus on Marketing management.

ENTRY REQUIREMENTS

Entry to Level 1 or the Full Programme

To enrol on the first Level or the Full Programme you must normally hold 200 UCAS tariff points.

Entry on a Modular Basis

If you do not hold the required tariff points for Level 1 or Full Programme entry, studies will be permitted on a modular basis, following a counselling interview with a student advisor. If you are concerned that this level of study may not be suitable for you, we will provide an online basic skills exercise with feedback to assist you to make a decision.

In order to be able to complete this programme, a good level of English is required. The IELTS requirements for all distance-learning programmes are a minimum of 6.0 overall, with a minimum of 6.0 in both reading & writing (and a minimum of 5.0 in listening & speaking). Where English is not your first language, you may be required to provide a written example of your work in order to ensure your suitability for the programme.

Overseas students should be aware that all exams MUST be taken in the UK at one of our approved exam venues. Students should also be aware that they are expected to cover all costs in attending the exams.

Accredited Certified Learning (ACL)

You may be able to gain admission to the programme with advanced standing. If you think that you could be entitled to ACL, you will be asked to submit the following evidence:

- Programme/Module Specification or syllabus (including evidence of assessment format)
- Final certificate
- Transcript of grades

Technical requirements

To participate in the programme you need:

1. Regular access to a PC or Mac capable of running standard MS Office software (or equivalent) for producing word-processed documents, spreadsheets and presentations. Your PC must also be capable of running the required plugins for the Virtual Learning Environment (Adobe Flash player, Adobe PDF viewer, Apple Quicktime).
2. Reliable Internet access; at least a 56K modem connection, but broadband is highly recommended. For each module that you take, you will be expected to spend approximately 3-6 hours online per week, participating in discussions and accessing resources.
3. The latest version of your chosen Internet browser. We recommend and support Mozilla Firefox 1.5+, Microsoft Internet Explorer 7+ and Apple Safari 3+.
4. A valid and reliable email address.
5. Access to a printer is recommended.

ABOUT THE PROGRAMME

What is Business Management (Marketing)?

What is Business Management?

Business Management (Marketing) is concerned with organisations, their customers, the external environment in which they operate and how they are managed. It involves looking at how organisations respond to change in the external environment and the future for organisations based on the external environment in which they operate.

Markets, Customers, Finance, People, Operations and ICT are all considered within the context of the business environment.

What is Marketing?

Marketing is the study of consumer needs and the meeting of these needs by providing the relevant goods or services.

Business Studies (Marketing)

- Study at your own pace to develop knowledge of Business Management with Marketing and improve your prospects
- A broad-based degree preparing you for many careers
- No entry qualifications needed to start on a module – modules make up degrees!
- All programme materials designed by experts in the fields of business management and Marketing
- No need to attend classes
- Help and guidance from student advisers
- Academic support from a subject specialist tutor
- Access to our virtual learning environment and online Student Community

Programme structure

BA (Hons) Business Management (Marketing) is a flexible programme offered on a distance learning, home study, basis which you can take up to eight years to complete.

Each module carries a 20-credit value. At Level 3 the Project spans two modules.

To be awarded an honours degree in Business Management (Marketing), you will have to complete a total of 18 modules, with a value of 360 credits. This will comprise 120 credits at Level 1, 120 at Level 2 and 120 at Level 3. The Project taken at Level 3 must be passed in order to achieve an honours degree.

It is possible for students to study Business Management as part of a joint programme. For this they must study 60 credits of Business Management modules at each level

Learning environment

This programme is offered on a distance-learning basis allowing you to select your learning environment – be it your home, office or a public library. Learning material is presented in the format of textbooks with specially written study guides containing interactive activities; feedback is provided to enable you to monitor your own progress.

Student/ student discussion and student/ tutor discussion opportunities are available via our virtual learning environment and distance learning student community. Additional learning resources include access to online journals via the ATHENS database and access to UK university libraries via SCONUL

Assessment

Assessment is by a mixture of coursework and examination. coursework includes essays, logs, research projects, practical tasks and a final year project. Assessment at Level 1 is often by coursework, to provide maximum feedback and guidance to you. Across Levels 2 and 3, the emphasis shifts to examination-based assessment.
There are three opportunities each calendar year, at which to take exams or submit final assessments, when students start studying a module, they are automatically enrolled for the next assessment point.

Work experience/placement opportunities

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Project work

The final year project is a compulsory module for Honours. You will conduct a project relevant to the Marketing specialism of the programme. It may be based on primary data but projects based entirely upon secondary data or published sources will also be acceptable.

All projects are expected to address a specific research question or else test a hypothesis. You will be allocated a personal tutor with expertise in the subject area, with regular telephone/ email contact arranged in advance.

Added value

By successfully completing a distance learning degree programme, you not only display relevant knowledge, skills and understanding to an employer but also that you are able to manage your time effectively, that you are self-motivated and already have a good work ethic – all of which will give you the edge you need to find success in the real world.

IS THIS THE PROGRAMME FOR ME?

If you are interested in...

- Core business functions such as marketing, operations, finance and IT
- Gaining good, flexible, employment-related skills
- Consumers, their behaviour and their needs
- How organisations plan a marketing strategy

If you enjoy...

- Problem solving and decision making
- Utilising numeracy skills, communication and IT skills
- Reading and thinking about Marketing

If you want...

- A degree in general Business Management with a Marketing focus
- The opportunity to enter postgraduate training for a career
- Knowledge and skills that can be used in a wide range of career settings
- To study in a flexible way

Your future career opportunities are very wide:

Business management graduates are likely to be found in all types of industrial, commercial and financial organisations, and in the 'public sector' where business management skills are increasingly important. A high number of graduates tend to work for larger employers because they are the major recruiters and can often offer more structured opportunities for training, experience and promotion. There is an increase, however, in the number of

graduates entering employment in small- and medium-sized enterprises. Self-employment can also provide an opportunity and challenge to graduates.

How we support you

On enrolment, you will be provided with an induction pack containing all the information you need to prepare you for your studies.

UEL has a team of dedicated Distance Learning Student Advisors who will be the first point of contact for all non-academic support matters. The Distance Learning Student Advisors will:

- welcome you by email, and provide advice on how to log to UEL Plus (the virtual learning environment) and Connecting UEL (the Resource & Community site)
- work with you in conjunction with your academic tutor to agree a study programme, discuss your progress and remind you about deadlines
- explain university procedures and policies
- help you plan for assessments and exams and provide advice on time management
- help you determine which university Award suits your career or personal needs
- refer you to the best learning and support resources including dyslexia and disability support and career advice.

In addition all distance learning students receive academic support from course tutors. Tutors will communicate with you via UEL Plus (the virtual learning environment). Support is also available via the Learning Resource Centre where there are dedicated librarians and the 'ask a librarian' feature. Peer support is very important and you will find a broad range of opportunities to build networks and exchange ideas with other students via our online communities.

Bonus factors

- No Entry requirements
- Contact with Tutors as much or as little as you want.
- The support of experienced Advisors to guide you through your studies.
- Instalment-based payment plan
- Contact with other students through UEL Plus

Outcomes

Programme aims and learning outcomes

What is this programme designed to achieve?

This programme is designed to give you the opportunity to:

1. Pursue a successful, responsible and useful career in a number of areas of employment through relevant knowledge, skills and understanding acquisition
2. Develop skills in legal analysis and reasoning

3. Make informed choices for future work and study through providing a general, broadly-based programme
4. Be aware of the business environment and regulatory framework within which Accounting operates
5. Learn in a flexible manner; in a timescale and environment in keeping with your preferences and need

What will you learn?

Knowledge

- Organisations, the external environment in which they operate and how they are managed
- Develop an in-depth knowledge of marketing issues and techniques
- Business support functions such as finance, HR, operations and IT

Thinking skills

- Problem solving and decision making
- Critical thinking, analysis and synthesis

Subject-Based Practical skills

- Use of ICT for business applications
- Leadership, team building and influencing skills
- Preparation of business reports
- Development of Marketing plans

Skills for life and work

- Communication, both oral and written
- Computer literacy (word-processing, electronic communication, electronic databases, statistical software, internet searching).
- Numeracy and quantitative skills including data analysis
- Self-awareness
- Planning and time-management
- Interpersonal skills of negotiating, persuasion and presentation

Structure

The programme structure

Introduction

At the University of East London all programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. online activities and discussions, private study and reading).

Credits are assigned to one of 5 levels:

- 0 - equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme
- 1 - equivalent in standard to the first year of a full-time undergraduate degree programme
- 2 - equivalent in standard to the second year of a full-time undergraduate degree programme
- 3 - equivalent in standard to the third year of a full-time undergraduate degree programme
- M - equivalent in standard to a Masters degree

Credit rating

The overall credit-rating of this programme is 360 credits.

Typical duration

The expected duration of this programme is 3 years when attended in full-time mode or 4.5 years in part-time mode. Support, however, may be available for longer - up to eight years if necessary (this is the maximum time from first enrolment that students have to complete the programme).

How the teaching year is divided

There are three entry points per year onto the programme: September, February and May. A student, normally registering for 6 modules in one year would do so in a full-time attendance mode of study and a student registering for up to 4 modules in one year would do so in part-time attendance mode of study.

What you will study when

A typical full-time student will take six 20-credit modules per year, but you may choose to take fewer than this. To graduate as an honours degree student you will need to have completed six modules at level 1, six at level 2 and six at level 3.

BA (Hons) Business Management (Marketing) is offered as a single pathway and all Core modules must be studied. However, Business Management is also offered as a Combined Honours degree, either as a Major/ Minor or a Joint. This means that some modules can be studied in conjunction with modules from another discipline. Details are listed below.

- Single - 120 credits at levels one, two and three
- Major - 80 credits at levels one, two and three
- Joint - 60 credits at levels one, two and three
- Minor - 40 credits at levels one, two and three

Modules are defined as:

- Core - Must be taken
- Option - Select from a range of identified module within the field

The following are the core and optional requirements for the single, joint and major/minor routes for this programme:

List of Modules

LEVEL	TITLE	CREDITS	STATUS SINGLE SUBJECT DEGREE	STATUS MAJOR	STATUS JOINT	STATUS MINOR
1	# Studying for Business	20	Core	Option	Core	Not available
1	# Business Environment	20	Core	Core	Core	Core
1	Managing the Enterprise	20	Core	Core	Core	Core
1	Accounting and its Regulatory Framework	20	Core	Not available	Not available	Not available
1	People, Organisations and Management	20	Core	Not available	Not available	Not available
1	Governing Business Development	20	Core	Option	Core	Not available
2	Fundamentals of Marketing	20	Core	Core	Core	Not available
2	Business Research Methods	20	Core	Option	Core	Not available
2	SME Marketing	20	Core	Not available	Not available	Not available
2	Managing Diversity	20	Core	Not available	Not available	Not available
2	Financial Reporting	20	Core	Option	Core	Core
2	Operations Management	20	Core	Core	Core	Core
3	Project Planning and Personal Development	20	Core	Option	Core	Not available
3	Consumer Behaviour and Research	20	Core	Not available	Not available	Not available
3	Integrated Marketing Communications Management	20	Core	Option	Not available	Not available
3	Corporate Strategy	20	Core	Core	Core	Core
3	International Marketing Management	20	Core	Not available	Not available	Not available

| 3 | Project | 20 | Core | Option | Core | Not available |
| 3 | Contested Globalisation and Governance | 20 | Not available | Option | Core | Core |

offered with support from ICS Ltd

Requirements for gaining an award

In order to gain an Honours degree you will need to obtain 360 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 120 credits at level three or higher

In order to gain an Ordinary degree you will need to obtain a minimum of 300 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 60 credits at level three or higher

In order to gain a Diploma of Higher Education you will need to obtain at least 240 credits including a minimum of 120 credits at level one or higher and 120 credits at level two or higher

In order to gain a Certificate of Higher Education you will need to obtain 120 credits at level one or higher.

In order to gain a University Undergraduate Certificate students will need to obtain 40 credits at level 1 or higher.

In order to gain a University Undergraduate Associate Certificate students will need to obtain 20 credits at level 1 or higher.

Only one final award may be obtained.

Degree Classification

Where a student is eligible for an Honours degree, and has gained a minimum of 240 UEL credits at level 2 or level 3 on the programme, including a minimum of 120 UEL credits at level 3, the award classification is determined by calculating:

$$\left(\text{The arithmetic mean of the best 100 credits at level 3} \right) \times 2/3 + \left(\text{The arithmetic mean of the next best 100 credits at levels 2 and/or 3} \right) \times 1/3$$

and applying the mark obtained as a percentage, with all decimals points rounded up to the nearest whole number, to the following classification

70% - 100% First Class Honours

60% - 69%   Second Class Honours, First Division

50% - 59%   Second Class Honours, Second Division

40% - 49%   Third Class Honours

0% - 39%   Not passed

Assessment

Teaching, learning and assessment

Teaching and learning

Knowledge is assessed by

- Guided reading
- Knowledge-based activities with feedback
- On-line question/ answer forums

Thinking skills are assessed by

- Reflective/ thinking activities with feedback
- Analytical activities with feedback
- Evaluative activities with feedback
- Problem-solving activities with feedback
- On-line question/ answer forums

Practical skills are assessed by

- Practical/ physical activities with feedback
- IT activities with feedback
- Research skills-based activities with feedback

Skills for life and work (general skills) are assessed by

- The study medium, i.e. distance learning
- Planning activities with feedback
- IT activities with feedback
- All other activities with feedback
- Project work

Assessment

Knowledge is assessed by

- coursework
- Examinations

Thinking skills are assessed by

- coursework
- Examinations
- Project work

Practical skills are assessed by

- Practical Reports
- IT exercises
- Case study exercises
- Project work

Skills for life and work (general skills) are assessed by

- Project work
- Group work
- Tutorial assignments
- IT exercises

Quality

How we assure the quality of this programme

Before this programme started

Before this programme started UEL checked that:

- There would be enough qualified staff to teach the programme;
- Adequate resources would be in place;
- The overall aims and objectives were appropriate;
- The content of the programme met national benchmark requirements;
- The programme met any professional/statutory body requirements;
- The proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval, which involves convening a panel of academic experts including some subject specialists from other institutions. Each panel scrutinises available documents and talks to the staff who will teach the programme before deciding whether it can be approved.

How we monitor the quality of this programme

The quality of this programme is monitored each year through evaluating:

- External examiner reports (considering quality and standards)
- Statistical information (considering issues such as the pass rate)
- Student feedback

Drawing on this and other information, programme teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the School Quality Standing Committee.

Once every six years University of East London undertakes an in-depth review of the whole field. This is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

The role of the programme committee

This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in University of East London's quality assurance procedures.

The role of external examiners

The standard of this programme is monitored by at least one External Examiner. External Examiners have two primary responsibilities:

- To ensure the standard of the programme
- To ensure that justice is done to individual student

External Examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/ assignments
- Attending assessment boards
- Reviewing samples of student work and moderating marks
- Ensuring that regulations are followed
- Providing feedback to the University through an annual report that enables us to make improvements for the future

Listening to the views of students

The following methods for gaining student feedback are used on this programme:

- Module evaluations
- Programme evaluations
- Polls via our website
- Student representation on the programme committee, held twice yearly.

Students are notified of the action taken through:

- Individual mailing letters as required
- A newsletter, published twice a year
- Postings on the UEL Plus and Connecting UEL (the Resource & Community site).

Listening to the views of others

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Further Information

Alternative locations for studying this programme

Location	Which elements?	Taught by UEL staff	Taught by local staff	Method of Delivery
-	-	-	-	-

Where you can find further information

Further information about this programme is available from:

- The UEL web site
- The student handbook
- Module study guides
- UEL Manual of Regulations and Policies
- UEL Quality Manual
- Regulations for the Academic Framework