

BUSINESS MANAGEMENT AND MARKETING BA (HONS)

As part of the Network of Hope, Spurgeon's College is offering a range of combined BA honours degrees with Liverpool Hope University. The courses are designed and validated by Liverpool Hope University and taught by Liverpool Hope tutors. Face-to-face teaching will take place at Spurgeon's College, London, and the College will provide additional support for students enrolled there on a Network of Hope course. After three years of study, successful students will receive a degree from Liverpool Hope University, one of the UK's leading Universities.



Attendance: Two evenings per week 6-9pm (one 3hr face-to-face teaching session and one 3 hr online teaching session) and four intensive Saturday sessions (10am – 2.30pm), plus independent study (approx. 18 hours per week).

Additional costs: You will need to consider the cost of your core textbooks which we estimate to be around £280. You will also require internet access and a laptop or PC to be able to access the online teaching and resources.

Start date: October 2022 || **Duration:** Three years || **Fees:** £7,980 per year

Entry requirements: 96 Tariff points + GCSE Math & English grade 4/C or above

Mode of application: UCAS institution code S57, course code 1L57

COURSE OVERVIEW

BUSINESS MANAGEMENT

The world of Business Management is fast-moving and dynamic. Business organisations are facing unprecedented change and complex challenges both within the UK and globally. This demands that students, who enter the business sector, understand the dynamics of the business environment and how organisations operate in increasingly uncertain situations. The Business Management element of your degree examines small to medium-sized enterprises to global multi-national companies – public, private, not-for-profit with a focus on business principles, organisational dynamics and management processes. Studying this course gives you the opportunity to understand how businesses operate and the ethical and social impact they have on communities.

MARKETING:

Marketing is one of the most challenging, fast-moving and exciting disciplines in the world of business. The Marketing element of your degree has a theoretical focus that is combined with practical examples of how companies apply the theory on a day-to-day basis, meaning that what you learn is not only academically sound but also rooted in the realities of today's dynamic marketplace. You will be provided with the key skills and knowledge that will enable you to understand the marketing context, marketing research and the discipline's central role to business success, while allowing you to reflect on the moral and ethical implications of marketing behaviour. The ever advancing fields of Social Media and Digital Marketing run through the Marketing curriculum as central themes

and allow you to reflect on the many challenges and opportunities that these technological and cultural changes provide. We believe your ability to gain meaningful employment after you graduate is really important, so there is a strong focus on helping you to develop your employability skills. Marketing focuses on a wide range of organisations, from SMEs to global multinational organisations and across all sectors. Studying such a comprehensive view of the marketing world prepares you for a career in organisations of any type and size.

Curriculum

Business Management

Year 1

You will be introduced to the underlying principles of Business Management that will lay the foundations for progression through your degree. You will study four component parts (4Cs) to understanding what a business is (the Company), how it interacts with its environment (the Context), how it serves its customers (the Customers) and how it manages its competition (the Competition). Additionally, in your first year, you will gain an appreciation of fundamental business structures and functions and the management challenges posed by the contemporary and ever complex business environment. You will be introduced to the underlying principles of Marketing and the relationship between Marketing and the global business context. Study of this relationship can help contextualise marketing theory and practice and further help you understand the dynamics of contemporary marketing management, as you explore concepts such as the marketing mix, segmentation, targeting and positioning, and consumer behaviour.

Year 2

In Year two you will be introduced to the dynamic relationship between a variety of business functions and management. This will allow you to consider the operational challenges facing contemporary organisations. You will be equipped with not only the understanding for enterprise, but also an appreciation of how the nature and scope of the internal and external operating environment will impact on business and management decisions – both nationally and internationally.

Year 3

You will take on more strategic, global and contemporary perspectives. You will also undertake a research project/dissertation on an organisational issue of your choice. You will adopt a more strategic lens, through which to consider the nature and scope of business and management in an ever changing, increasingly global and dynamic context. Both academic and professional competence will be refined in your final year. Critical evaluation is a key component at this level of study and this will lay the foundations for reflective thinkers and practitioners. The undertaking of an individual research project or dissertation will help you develop a proactive mind-set that will prepare you for the world of work or further study.

Marketing

Year 1

Introduction to Marketing

You will be introduced to the underlying principles of Marketing and the relationship between Marketing and the global business context. Study of this relationship can help to contextualise Marketing theory and practice and further help you understand the dynamics of contemporary marketing management, as you explore concepts such as the marketing mix, segmentation, targeting and positioning, and consumer behaviour.

You will also be introduced to the broader underlying principles of Business Management. You will study four component parts (4Cs) to understanding what a business is (the Company), how it interacts with its environment (the Context), how it serves its customers (the Customers) and how it manages its competition (the Competition). Additionally, in your first year, you will gain an appreciation of fundamental business structures and functions and the management challenges posed by the contemporary and ever complex business environment.

Year 2

Explorations in Marketing

Building on your first year, the curriculum in year two explores key issues and marketing concepts in greater depth, advancing your knowledge and understanding to an intermediate level. You will become adept at the use of a number of marketing tools such as the Marketing Plan, Ansoff's Growth Matrix and The Boston Consultant Group Grid. On successful completion of this year, you will have developed a critical knowledge and understanding of marketing communications, stakeholder marketing, marketing information and research. In particular, you will have gained a critical understanding of what shapes consumers buying behaviour and how companies harness and exploit these forces to create and capture value from their customers.

Year 3

Advanced Studies in Marketing

Building on previous years, the curriculum in the final year investigates key advances in the academic and professional marketing literature. You will deepen your knowledge and understanding of contemporary issues facing marketers today, as well as increase your knowledge of the leading edge theory and practice being developed for the future. Examples include the move towards smart living and smart cities, mobile marketing, Big data, developments in conceptualisation of brands, usage and social media influence, and neuro- marketing. You will also learn about statistical tools such as SPSS.