



Business Management and Marketing BA (HONS)

Programme specification

July 2021

1. Summary

Awarding body/institution

Liverpool Hope University

Teaching institution

Spurgeon's College, London

Name of the final award

Bachelor of Arts (Honours)

Exit awards

Bachelor of Arts (Honours) in Business Management and Marketing

Programme title

Business Management and Marketing

UCAS code

IL57

Subject benchmarks (HECoS Code)

Business and Management (100078)

Marketing (100075)

Framework for Higher Education Qualifications

Level 6

The role of the programme specification

This document is conceived as a source of information for current and prospective students seeking an understanding of a programme. It tells students about the aims, intended learning outcomes and structure of the programme, and the means by which the outcomes are achieved. It also sets out what knowledge, understanding and skills students can expect to have acquired when they graduate.

Date at which the programme specification was written or revised

July 2021

Further links

- College website: <https://www.spurgeons.ac.uk>
- VLE: <http://spurgeons.moodle.webanywhere.co.uk/>
- Student handbook available via Moodle
- Liverpool Hope University website: <https://www.hope.ac.uk/>

2. Course Aims

We expect our graduates to:

- Demonstrate professional skills
- Demonstrate numerical skills
- Problem solve and be able to demonstrate critical analysis
- Be effective communicators.
- Be critical thinkers and problem solvers
- Apply Business Management theories and/or practice to organisations in complex settings
- Have knowledge and understanding of Business Environments
- Have knowledge and understanding of Business Functions
- Demonstrate Professional values and integrity
- Have knowledge and understanding of the impacts of Business on stakeholders and on society – locally, regionally and nationally
- Consider the role of ethics, CSR and values in Business.
- Demonstrate knowledge of core marketing functions.
- Have a broad knowledge and understanding of contemporary marketing theories and models and how these can be applied effectively in different situations.
- Understand the dynamic nature of the domestic and global environments.
- Demonstrate the knowledge and skills required to apply Marketing Research skills in business decision-making.

3. Learning outcomes

- Demonstrate knowledge and understanding of Business and the environments in which they operate.
- Demonstrate knowledge and understanding of marketing theories and their application.
- Demonstrate knowledge and understanding of business management theories and their application.
- Demonstrate knowledge and understanding of Business functions and how they are managed.
- Demonstrate a range of professional skills.
- Problem solve and be able to demonstrate introductory analysis.
- Apply Business Management theories and/or practice to organisations in complex settings.
- Understand and be able to demonstrate appropriate use of statistical analysis.
- Analyse selected business scenarios in order to solve complex problems
- Develop a range of skills that will increase their employability

4. Mode of study

Students will be taught using a blended learning approach. This approach uses a mixture of face to face teaching, distance learning (online) and independent study (e-learning activities and private study).

You will have two teaching sessions per week. One 3hr face-to-face teaching session and one 3 hour online teaching session and four intensive Saturday sessions (face-to-face)

Attendance at all teaching sessions is compulsory and will be monitored. If you do not attend you will be asked to meet with your tutor or the Head of School/Department and should expect to be given additional tasks to make up for the work you have missed.

Teaching sessions are used for delivery of key material which is essential to a knowledge base in the specific subject you are studying. You should expect to be provided with an outline of the lecture on Moodle and to take notes from the material delivered by the lecturer.

Students will also be expected to undertake independent study (approx. 18 hours per week).

5. Curriculum

The curriculum for the Business Management and Marketing BA (HONS) can be found [here](#)