Wolverhampton Business School
BA(Hons) Business and Marketing Management
Course Guide

2018-19 September
About this guide

This is your course guide. It provides the basic but fundamental information about your course of study. This guide is yours for the duration of the course, we don't re-issue it annually and if any information contained within were to change then we will write to you to explain so.

In particular, if any important aspects relating to your modules were to change then we will inform you in accordance with the Code of Practice for the Management of Changes to Modules and Courses. The teaching and support teams which you will get to know over time will refer to this guide – it will be useful to you and we advise you to make good use of it throughout your studies.

The Course Guide should be read in conjunction with the more general sources of information which relate to all students at the University. The Student Handbook is a very detailed reference point for all issues relating to your studies which aren't specific to just your particular course. You might also want to refer to the Student Charter; the University's Policies and Regulations and the University Assessment Handbook documents which will provide you with all of the information that we think you will need for your period of study here.

If you need additional information, or you simply want to discuss elements of any of these documents or other aspects of your course, find that there is something you need to know, please contact your Faculty Student Services:

Faculty Student Services

We can help with the administration and organisation of your time at University – from enrolment and module registration, tuition fee enquiries, attendance support, course management and lifecycle queries, extenuating circumstances, leave of absence, transfers and changes, assignment submission, SAMs appointments, assessment and result queries, right through to Graduation.

You can also come and talk to us for impartial advice and support if things are starting to go wrong and you’re not sure who else to talk to. The main thing to remember is that you are not alone. We see large numbers of students over the course of a year on a variety of issues, so please don’t be afraid to approach us.

We are here to ensure that your transition into Higher Education is as smooth as possible. Normal office opening hours are Monday-Friday 08:45-17:00.

You can contact us through the e:vision help desk, by phone or in person or by e-mail:

<table>
<thead>
<tr>
<th>Faculty of Social Sciences</th>
<th>The Lord Paul Swraj Building MU 202</th>
<th>(01902) 321789</th>
<th><a href="mailto:FoSS@wlv.ac.uk">FoSS@wlv.ac.uk</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Help and Advice is also available from Student Support &amp; Wellbeing...</td>
<td>Contact us at the Alan Turing Building MI 001 for all enquiries and referrals... Services operate at all campuses by appointment.</td>
<td>(01902) 321074</td>
<td><a href="mailto:ssw@wlv.ac.uk">ssw@wlv.ac.uk</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>(01902) 321070</td>
<td><a href="mailto:money@wlv.ac.uk">money@wlv.ac.uk</a></td>
</tr>
</tbody>
</table>

Welcome from the Course Leader

On behalf of the teaching and support teams from BA(Hons) Business and Marketing Management course, I would like to extend to you a very warm welcome to the University of Wolverhampton, and in particular your campus.

My name is Shaukat Ali and I am the course leader for your BA(Hons) Business and Marketing Management course and alongside your personal tutor, will be your main point of contact over the duration of your studies. My contact details are below – please don’t hesitate to get in touch if you need any support or guidance.

The successes which you will achieve whilst at the University are based upon a partnership between the expertise and support from the staff here and the effort you put into learning. We welcome students who are
eager to think for themselves, to take control of their own learning and who are ready to get involved in developing the skills required in a highly competitive job market. Make the most of the wide range of opportunities available to you.

Studying at University can be difficult, and for many of you the transition into University life will be challenging. However we will support you throughout your course, particularly whilst you develop into an independent learner over the course of your first year with us.

We believe it is important that you are encouraged to make your own contribution to the effective operation and development of your chosen course. We hope that you might consider acting as a Course Representative during some of your time with us to help the University continue to improve your experience.

I would like to wish you every success with your studies. We look forward to working with you and hope that you enjoy your time with us.

Shaukat Ali

Course Management and Staff Involvement

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Specialism</th>
<th>eMail</th>
<th>Tel. Ext.</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head of Department</td>
<td>Dr Janet Firth</td>
<td>Leadership</td>
<td><a href="mailto:J.Firth@wlv.ac.uk">J.Firth@wlv.ac.uk</a></td>
<td>3663</td>
<td>MNI21</td>
</tr>
<tr>
<td>Course Leader</td>
<td>Dr Shaukat Ali</td>
<td></td>
<td><a href="mailto:shaukat.Ali@wlv.ac.uk">shaukat.Ali@wlv.ac.uk</a></td>
<td>3940</td>
<td>MN205</td>
</tr>
</tbody>
</table>

Educational Aims of the Course

The BA (Hons) Business and Marketing Management course aims to provide the student with knowledge and understanding of the activities required to manage a business, and to ensure that it prospers, in a dynamic global business environment. The course will emphasise the role of marketing in underpinning the success of business organisations, while placing this role in the context of other business functions such as HRM. The course will also help the student understand the various types of environment within which a business operates. This will involve investigating issues such as the types of competition that a business will face from their rivals, being aware of the role of stakeholders in the operation of a business and considering how changes in society may impact on the market for a product. The content of the course will be delivered using a wide range of approaches and the student will be encouraged to use e-learning forums to interact with staff and other students.

The course will provide the student with opportunities to advance their ICT skills through the use of application software and digital technologies. The diversity of topic areas covered in the study programme will allow students to develop their own understandings of collective responsibilities as global citizens within their local, national, and international communities.

Opportunities are available to graduates to add value to their skills by studying the Chartered Institute of Marketing Professional Postgraduate Diploma in Marketing qualification or choose to study at Master’s level such as our MSc Marketing or MSc in International Business.

Students who successfully complete the course are expected to enhance their job prospects and strengthen their employment opportunities. The course is designed to prepare students for career opportunities in a variety of marketing related areas including product & brand management, account management, sales promotion, marketing research, advertising, interactive marketing and customer relationships within manufacturing, retailing, and service sectors.

As an accredited CIM centre, the course has been designed to obtain maximum exemptions from the Chartered Institute of Marketing (CIM) qualifications. On successful completion of the BA (Hons) Business and Marketing Management course students will be able to get exemption from the CIM Professional Certificate in Marketing and subject to fulfilling certain requirements will further be able to get exemption from the CIM
Professional Diploma in Marketing. Other opportunities will be to study the CIM Chartered Professional Postgraduate Diploma in Marketing or study our MSc Marketing course or the MA in International Business. The wide range of relevant skills gained by the end of the course would provide students with opportunities to progress into various business and marketing management positions.

What makes this programme distinctive?

• Strong team of dedicated Marketing and Business lecturers who have many years of teaching experience and expertise in the subject.
• The course places a strong emphasis on employability skills by building skills and confidence employers require e.g. IT skills, project management skills.
• This course draws directly upon the University wide employer engagement agenda and will equip students with real skills for real businesses.
• The course will enable students to understand the requirements, both regulatory and market driven, that would be placed on a business and how this would impact on their role within it.

Course Structure

September (Full-Time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 1

<table>
<thead>
<tr>
<th>Module</th>
<th>Title</th>
<th>Credits</th>
<th>Period</th>
<th>Type</th>
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<tbody>
<tr>
<td>4MK002</td>
<td>Marketing Principles</td>
<td>20</td>
<td>SEM1</td>
<td>Core</td>
</tr>
<tr>
<td>4BU006</td>
<td>Learning for Business Success</td>
<td>20</td>
<td>SEM1</td>
<td>Core</td>
</tr>
<tr>
<td>4HR002</td>
<td>Introduction to People at Work</td>
<td>20</td>
<td>SEM1</td>
<td>Core</td>
</tr>
<tr>
<td>4IB004</td>
<td>Business in a Global Context</td>
<td>20</td>
<td>SEM2</td>
<td>Core</td>
</tr>
<tr>
<td>4MK006</td>
<td>Introduction to Brand Communication</td>
<td>20</td>
<td>SEM2</td>
<td>Core</td>
</tr>
<tr>
<td>4MK005</td>
<td>Marketing Performance Management</td>
<td>20</td>
<td>SEM2</td>
<td>Core</td>
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</tbody>
</table>

Year 2

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.
<table>
<thead>
<tr>
<th>Module</th>
<th>Title</th>
<th>Credits</th>
<th>Period</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>5HR002</td>
<td>Leading and Managing in Organisations</td>
<td>20</td>
<td>SEM1</td>
<td>Core</td>
</tr>
<tr>
<td>5BE001</td>
<td>Entrepreneurial Creativity and Innovation</td>
<td>20</td>
<td>SEM1</td>
<td>Core</td>
</tr>
<tr>
<td>5MK006</td>
<td>Marketing Planning</td>
<td>20</td>
<td>SEM1</td>
<td>Core</td>
</tr>
<tr>
<td>5IB004</td>
<td>Economics of Managerial Decision-making</td>
<td>20</td>
<td>SEM2</td>
<td>Core</td>
</tr>
<tr>
<td>5MK011</td>
<td>Customer Acquisition and Retention</td>
<td>20</td>
<td>SEM2</td>
<td>Core</td>
</tr>
<tr>
<td>5MK012</td>
<td>Integrated Marketing Communications</td>
<td>20</td>
<td>SEM2</td>
<td>Core</td>
</tr>
</tbody>
</table>

September (Full-Time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 3

<table>
<thead>
<tr>
<th>Module</th>
<th>Title</th>
<th>Credits</th>
<th>Period</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>6MK002</td>
<td>Applied Marketing Strategy</td>
<td>20</td>
<td>SEM1</td>
<td>Core</td>
</tr>
<tr>
<td>6MK001</td>
<td>International Marketing</td>
<td>20</td>
<td>SEM1</td>
<td>Core</td>
</tr>
<tr>
<td>6BU013</td>
<td>Independent Project</td>
<td>20</td>
<td>SEM2</td>
<td>Core</td>
</tr>
<tr>
<td>6BE002</td>
<td>Strategies for Building Business Success</td>
<td>20</td>
<td>SEM2</td>
<td>Core</td>
</tr>
<tr>
<td>6BE003</td>
<td>Strategic Management</td>
<td>20</td>
<td>SEM2</td>
<td>Core</td>
</tr>
</tbody>
</table>

For this option group you must choose a minimum of 20 credits and a maximum of 20 credits

Select one research module based on your final Project subject area (Business or Marketing)

<table>
<thead>
<tr>
<th>Module</th>
<th>Title</th>
<th>Credits</th>
<th>Period</th>
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</thead>
<tbody>
<tr>
<td>6MK008</td>
<td>Business Research Methods (Marketing)</td>
<td>20</td>
<td>SEM1</td>
</tr>
<tr>
<td>6BU011</td>
<td>Business Research Methods</td>
<td>20</td>
<td>SEM1</td>
</tr>
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</table>

Course Learning Outcomes

<table>
<thead>
<tr>
<th>Learning Outcome</th>
<th>Contributing Modules</th>
</tr>
</thead>
<tbody>
<tr>
<td>CertHE Course Learning Outcome 1 (CHECLO1)</td>
<td>4BU006 Learning for Business Success 4HR002 Introduction to People at Work 4IB004 Business in a Global Context 4MK002 Marketing Principles 4MK005 Marketing Performance Management 4MK006 Introduction to Brand Communication</td>
</tr>
<tr>
<td>CertHE Course Learning Outcome 2 (CHECLO2)</td>
<td>4BU006 Learning for Business Success 4HR002 Introduction to People at Work 4IB004 Business in a Global Context 4MK002 Marketing Principles</td>
</tr>
</tbody>
</table>

Demonstrate knowledge of the underlying concepts and principles associated with your area(s) of study, and an ability to evaluate and interpret these within the context of that area of study

Demonstrate an ability to present, evaluate and interpret qualitative and quantitative data, in
order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of your subject(s) of study.

| CertHE Course Learning Outcome 3 (CHECLO3) | 4BU006 Learning for Business Success  
4HR002 Introduction to People at Work  
4IB004 Business in a Global Context  
4MK002 Marketing Principles  
4MK005 Marketing Performance Management  
4MK006 Introduction to Brand Communication |
|--------------------------------------------|-----------------------------------------------------------------------------------|
| Evaluate the appropriateness of different approaches to solving problems related to your area(s) of study and/or work | 4BU006 Learning for Business Success  
4HR002 Introduction to People at Work  
4IB004 Business in a Global Context  
4MK002 Marketing Principles  
4MK005 Marketing Performance Management  
4MK006 Introduction to Brand Communication |
| CertHE Course Learning Outcome 4 (CHECLO4) | 4BU006 Learning for Business Success  
4HR002 Introduction to People at Work  
4IB004 Business in a Global Context  
4MK002 Marketing Principles  
4MK005 Marketing Performance Management  
4MK006 Introduction to Brand Communication |
| Communicate the results of your study/work accurately and reliably, and with structured and coherent arguments | 4BU006 Learning for Business Success  
4HR002 Introduction to People at Work  
4IB004 Business in a Global Context  
4MK002 Marketing Principles  
4MK005 Marketing Performance Management  
4MK006 Introduction to Brand Communication |
| CertHE Course Learning Outcome 5 (CHECLO5) | 4BU006 Learning for Business Success  
4HR002 Introduction to People at Work  
4IB004 Business in a Global Context  
4MK002 Marketing Principles  
4MK005 Marketing Performance Management  
4MK006 Introduction to Brand Communication |
| Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility | 4BU006 Learning for Business Success  
4HR002 Introduction to People at Work  
4IB004 Business in a Global Context  
4MK002 Marketing Principles  
4MK005 Marketing Performance Management  
4MK006 Introduction to Brand Communication |
| DipHE Course Learning Outcome 1 (DHECLO1) | 5BE001 Entrepreneurial Creativity and Innovation  
5BU005 Supervised Work Experience  
5HR002 Leading and Managing in Organisations  
5IB004 Economics of Managerial Decision-making  
5MK006 Marketing Planning  
5MK011 Customer Acquisition and Retention  
5MK012 Integrated Marketing Communications |
| Demonstrate knowledge and critical understanding of the well-established principles of your area(s) of study, and of the way in which those principles have developed with an understanding of the limits of your knowledge, and how this influences analyses and interpretations based on that knowledge. | 5BE001 Entrepreneurial Creativity and Innovation  
5BU005 Supervised Work Experience  
5HR002 Leading and Managing in Organisations  
5IB004 Economics of Managerial Decision-making  
5MK006 Marketing Planning  
5MK011 Customer Acquisition and Retention  
5MK012 Integrated Marketing Communications |
| DipHE Course Learning Outcome 2 (DHECLO2) | 5BE001 Entrepreneurial Creativity and Innovation  
5BU005 Supervised Work Experience  
5HR002 Leading and Managing in Organisations  
5IB004 Economics of Managerial Decision-making  
5MK006 Marketing Planning  
5MK011 Customer Acquisition and Retention  
5MK012 Integrated Marketing Communications |
| Demonstrate the ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context | 5BE001 Entrepreneurial Creativity and Innovation  
5BU005 Supervised Work Experience  
5HR002 Leading and Managing in Organisations  
5IB004 Economics of Managerial Decision-making  
5MK006 Marketing Planning  
5MK011 Customer Acquisition and Retention  
5MK012 Integrated Marketing Communications |
| DipHE Course Learning Outcome 3 (DHECLO3) | 5BE001 Entrepreneurial Creativity and Innovation  
5BU005 Supervised Work Experience  
5HR002 Leading and Managing in Organisations  
5IB004 Economics of Managerial Decision-making  
5MK006 Marketing Planning  
5MK011 Customer Acquisition and Retention  
5MK012 Integrated Marketing Communications |
| Demonstrate knowledge of the main methods of enquiry in the subject(s) relevant to the named award, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study | 5BE001 Entrepreneurial Creativity and Innovation  
5BU005 Supervised Work Experience  
5HR002 Leading and Managing in Organisations  
5IB004 Economics of Managerial Decision-making  
5MK006 Marketing Planning  
5MK011 Customer Acquisition and Retention  
5MK012 Integrated Marketing Communications |
| DipHE Course Learning Outcome 4 (DHECLO4) | 5BE001 Entrepreneurial Creativity and Innovation  
5BU005 Supervised Work Experience  
5HR002 Leading and Managing in Organisations  
5IB004 Economics of Managerial Decision-making  
5MK006 Marketing Planning  
5MK011 Customer Acquisition and Retention  
5MK012 Integrated Marketing Communications |
| Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis | 5BE001 Entrepreneurial Creativity and Innovation  
5BU005 Supervised Work Experience  
5HR002 Leading and Managing in Organisations  
5IB004 Economics of Managerial Decision-making  
5MK006 Marketing Planning  
5MK011 Customer Acquisition and Retention  
5MK012 Integrated Marketing Communications |
| DipHE Course Learning Outcome 5 (DHECLO5) | 5BE001 Entrepreneurial Creativity and Innovation  
5BU005 Supervised Work Experience  
5HR002 Leading and Managing in Organisations  
5IB004 Economics of Managerial Decision-making  
5MK006 Marketing Planning  
5MK011 Customer Acquisition and Retention  
5MK012 Integrated Marketing Communications |
| Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively | 5BE001 Entrepreneurial Creativity and Innovation  
5BU005 Supervised Work Experience  
5HR002 Leading and Managing in Organisations  
5IB004 Economics of Managerial Decision-making  
5MK006 Marketing Planning  
5MK011 Customer Acquisition and Retention  
5MK012 Integrated Marketing Communications |
| DipHE Course Learning Outcome 6 (DHECLO6) | 5BE001 Entrepreneurial Creativity and Innovation  
5HR002 Leading and Managing in Organisations |
| Demonstrate the qualities and transferable skills | 5BE001 Entrepreneurial Creativity and Innovation  
5HR002 Leading and Managing in Organisations |
necessary for employment, requiring the exercise of personal responsibility and decision-making and undertake further training, developing existing skills and acquire new competences that will enable them to assume significant responsibility within organisations.

**Ordinary Degree Course Learning Outcome 1 (ORDCLO1)**
Critically evaluate the application of concepts and principles of marketing and business to a wide range of business organisations and situations.

**Ordinary Degree Course Learning Outcome 2 (ORDCLO2)**
Critically interpret the interaction of business organisations with the changing external environment in which they operate.

**Ordinary Degree Course Learning Outcome 3 (ORDCLO3)**
Critically analyse marketing and business information from a range of national and international sources.

**Ordinary Degree Course Learning Outcome 4 (ORDCLO4)**
Prepare, using digital methods, a comprehensive range of marketing and business information useful to the management of organisations.

**Ordinary Degree Course Learning Outcome 5 (ORDCLO5)**
Effectively communicate business and marketing ideas to a variety of specialist and non-specialist audiences.

**Honours Degree Course Learning Outcome 1 (DEGCLO1)**
Critically evaluate the application of concepts and principles of marketing and business to a wide range of business organisations and situations.

**Honours Degree Course Learning Outcome 2 (DEGCLO2)**
Critically interpret the interaction of business organisations with the changing external environment in which they operate.

**Honours Degree Course Learning Outcome 3 (DEGCLO3)**
Critically analyse marketing and business information from a range of national and international sources.

**Honours Degree Course Learning Outcome 4 (DEGCLO4)**
Prepare, using digital methods, a comprehensive range of marketing and business information useful to the management of organisations.
Honours Degree Course Learning Outcome 5  
(DEGCLO5)
Effectively communicate business and marketing ideas to a variety of specialist and non-specialist audiences

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>6BE002</td>
<td>Strategies for Building Business Success</td>
</tr>
<tr>
<td>6BE003</td>
<td>Strategic Management</td>
</tr>
<tr>
<td>6BU011</td>
<td>Business Research Methods</td>
</tr>
<tr>
<td>6BU013</td>
<td>Independent Project</td>
</tr>
<tr>
<td>6MK001</td>
<td>International Marketing</td>
</tr>
<tr>
<td>6MK002</td>
<td>Applied Marketing Strategy</td>
</tr>
</tbody>
</table>

Honours Degree Course Learning Outcome 6  
(DEGCLO6)
Propose, undertake and present an independent study project that analyses a key issue in the area of business and marketing management

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>6BU011</td>
<td>Business Research Methods</td>
</tr>
<tr>
<td>6BU013</td>
<td>Independent Project</td>
</tr>
</tbody>
</table>

PSRB

BU033J01UV (Full-time)
Professional Accreditation Body: Chartered Institute of Marketing (CIM)
Accrediting Body: Chartered Institute of Marketing (CIM)
Accreditation Statement: Accredited by the Chartered Institute of Marketing (CIM) for the purpose of gaining CIM qualifications through the Graduate Gateway.

<table>
<thead>
<tr>
<th>Approved</th>
<th>Start</th>
<th>Expected End</th>
<th>Renewal</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/Sep/2011</td>
<td>01/Sep/2011</td>
<td>31/Dec/2017</td>
<td>31/Dec/2017</td>
</tr>
</tbody>
</table>

BU033J31UV (Part-time)
Professional Accreditation Body: Chartered Institute of Marketing (CIM)
Accrediting Body: Chartered Institute of Marketing (CIM)
Accreditation Statement: Accredited by the Chartered Institute of Marketing (CIM) for the purpose of gaining CIM qualifications through the Graduate Gateway.

<table>
<thead>
<tr>
<th>Approved</th>
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<tr>
<td>01/Sep/2011</td>
<td>01/Sep/2011</td>
<td>31/Dec/2017</td>
<td>31/Dec/2017</td>
</tr>
</tbody>
</table>

Employability in the Curriculum

Teamwork is a key employability skill and is at the heart of effective management and organisational functioning. It is also a powerful learning strategy that is used throughout this course.

The overarching aim at each level is:

Level 4: Students will gain team-work experience from group presentations and group reports, and self-work experience from individual tests. This will contribute to their development of independent study skills.
Level 5: Formative and summative assessments are designed to develop the student's ability in terms of deepening knowledge and providing tactical solutions at an operational level.

Level 6: Formative and summative assessments are designed to develop the student's ability in terms of thinking strategically and making strategic business decisions based upon a detailed knowledge of business methodologies and marketing concepts.

Teaching, Learning and Assessment

The students’ knowledge of business methodologies and marketing concepts is developed throughout all three years of the programme. The programme as a whole will provide the students' with opportunities to develop skills relevant to the first graduate attribute identified under ‘A Curriculum of Opportunity’.

Skills relating to research methods and analytical techniques are initially developed at Level 4 in the modules 4BU006 Learning for Business Success. The skills are used across the Level 5 modules, but are specifically deepened and widened in 5IB004 Economics of Managerial Decision-making. The final stage in developments of research skills will occur at Level 6 as part of the module 6BU011 Business Research Methods. The students will be able to demonstrate their research and analytical skills during the third year of the programme, specifically in the project/dissertation/case study module 6BU013 Independent Project. The modules discussed above will give the students opportunities to develop skills in relation to the second graduate attribute identified under ‘A Curriculum of Opportunity’.

Interactive lectures, seminars and workshops will be used during face-to-face sessions to enhance learning and build up a peer support network that will provide additional support when collaborating online. VLE forums will be used for online collaboration where appropriate.

The course’s modules employ a variety of assessment methods, including report writing, time-constrained assignments, presentations, in-class tests, portfolios, essays, and an independent project. All assessments will be conducted according to the University Assessment Policies and Procedures. Procedures for submission and feedback will be made available for all assessment and communicated to students electronically via the VLE. Below is an indicative list of assessment types:

- Writing reports and essays to show breadth and depth of understanding
- Case study analysis
- Making presentations, both individual and group
- Multi-choice tests
- Dissertations / Projects
- Time-constrained assignments
- Portfolios and learning log/journals
- Assessed group activity (including peer appraisal)

Reference Points

Quality Code - Part A: Setting and Maintaining Academic Standards. Including:

Qualifications Frameworks
Characteristics Statements
Credit Frameworks
Subject Benchmark Statements - Business and Management (2015)

Quality Code - Part B: Assuring and Enhancing Academic Quality

University Policies and Regulations
Academic Regulations Exemptions

None

Support with your studies

University Learning Centres are the key source of academic information for students providing access to:

- Physical library resources (books, journal, DVDs etc.)
- Study areas to allow students to study in the environment that suits them best: Social areas, quiet and silent areas.
- A wide range of online information sources, including eBooks, e-journals and subject databases
- Academic skills support via the Skills for Learning programme
- Students on campus can attend workshops or ask for one-to-one help on a range of skills such as academic writing and referencing.
- Dedicated Subject Pages to enable you to explore key online information sources that are recommended for their studies.
- Physical access to local libraries both in UK and overseas via SCONUL and WorldCat agreements

We also strongly advise you to download to "MyWLV" student app. MyWLV is a single point of personalised access to the variety of systems the University offers. This includes pulling through relevant information (e.g. deadlines, timetables) and linking to underlying systems.

Leave of Absence:

The University allows breaks in learning of up to two years and there is a process for applying for a leave of absence, which can be accessed through your e:Vision account. Initially you will need to apply for the leave of absence, which could be for medical, parental or personal reasons. A short-term absence, such as annual leave, must not be recorded as a break. The course leader will consider, and where appropriate agree, the leave of absence application. A return date will be identified and agreed for a suitable point in the programme. Additional course fees may be incurred as a result of a leave of absence and you are advised to discuss this with the Faculty Student Services team prior to application.

Course Specific Support

There are a number of levels of support available for learning:

Each student will be allocated a personal tutor. Personal tutors maintain regular communication (virtual and/or face-to-face) with each of their designated tutees. Follow up meetings are arranged with students who are not making satisfactory progress or who are at risk of withdrawal. Personal tutors assist the student in their personal and academic development, planning and progression. They will also help the student to liaise with other staff and support facilities in their school, the faculty and the University, including study skills support.

The course leader will monitor the academic and experiential quality of the course through Course Committee, focus groups and other channels. The course leader also supports and directs students proactively on the course, both collectively and individually, and will respond to inquiries and requests from students with regard to the academic programme of study.

The Faculty Enabling Tutor liaises with the Student Enabling Centre (SEC) regarding provision for specific disabled students and disseminates information from the SEC to staff. The Faculty Enabling Tutors also
monitor requests for, and provision of, specific examination and assessment arrangements, publicise 'surgery' arrangements and make available time to meet with individual disabled students to enable them to discuss their own school-specific disability issues where necessary. The tutor takes a pro-active role in monitoring the welfare and academic progress of disabled students within the school.

In-class assessments are arranged by the module tutor. The module tutor will, where appropriate, ensure that arrangements are made for students requiring special consideration. These arrangements will apply to those students who have been identified as having special learning requirements.

Members of the Learning Centres are invited to speak to students about accessing printed and electronic resources and provide support for research. LIS also provide a number of electronic resources including podcasts, which can support distance learners in these areas. The 'skills for learning' skills support facility can be accessed electronically via www.wlv.ac.uk/lib/skills.

Each module also provides an extensive reading list and suggestions for web-based and other electronic resources. The VLE system is widely used in all modules for a variety of pedagogical and more practical purposes relating to the dissemination of information and the submission of student work.

Contact Hours

In higher education, the term ‘contact hours’ is used very broadly, to refer to the amount of time that you spend learning in contact with teaching or associated staff, when studying for a particular course.

This time provides you with the support in developing your subject knowledge and skills, and opportunities to develop and reflect on your own, independent learning. Contact time can take a wide variety of forms depending on your subject, as well as where and how you are studying. Some of the most common examples are:

- lectures
- seminars
- tutorials
- project supervisions
- demonstrations
- practical classes and workshops
- supervised time in a studio/workshop
- fieldwork
- external visits
- work-based learning (including placements)
- scheduled virtual interaction with tutor such as on line, skype, telephone

In UK higher education, you as the student take primary responsibility for your own learning. In this context, contact time with teaching and associated staff is there to help shape and guide your studies. It may be used to introduce new ideas and equip you with certain knowledge or skills, demonstrate practical skills for you to practise independently, offer guidance on project work, or to provide personalised feedback.

Alongside contact time, private or independent study is therefore very significant. This is the time that you spend learning without direct supervision from, or contact with, a member of staff. It might include background reading, preparation for seminars or tutorials, follow-up work, wider practice, the completion of assignments, revision, and so on.

50 Day Engagement:

You will be withdrawn from the University if you fail to engage with the academic requirements of your course of study, within 50 days of the course start date, following repeated and reasonable attempts by the University to contact you.

Course Specific Health and Safety Issues
No specific health and safety issues have been recorded for this provision, but should this change your Course Leader will make you aware of this and provide relevant guidance as appropriate.

Course Fact File

| Hierarchy of Awards:                          | Bachelor of Arts with Honours Business and Marketing Management |
|                                              | Bachelor of Arts Business and Marketing Management             |
|                                              | Diploma of Higher Education Business and Marketing Management  |
|                                              | Certificate of Higher Education Combined Studies               |
|                                              | University Statement of Credit University Statement of Credit   |
| Course Codes:                                | BU033J01UV                                                    |
|                                              | BU033J31UV                                                    |
| Full-time                                    | 3 Years                                                       |
| Part-time                                    | 6 Years                                                       |
| Awarding Body / Institution:                 | University of Wolverhampton                                   |
| School / Institute:                          | Wolverhampton Business School                                 |
| Category of Partnership:                     | Not delivered in partnership                                  |
| Location of Delivery:                        | University of Wolverhampton                                   |
| Teaching Institution:                        | University of Wolverhampton                                   |

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