

PROGRAMME SPECIFICATION
FOR AN AWARD OF THE UNIVERSITY OF ESSEX

SECTION A: DETAILS OF THE COURSE AND AWARD

Award Title:	Bachelor of Science Management and Marketing
Awarding Institution:	University of Essex
Final Award:	BSC
NQF Level of Qualification:	Honours
Full / Part Time:	Full-Time
JACS Code:	NN25
Publication Date:	24/10/2014
Admission Criteria:	A-levels: AAB-ABB GCSE Mathematics: C GCSE English Language: C or above (or equivalent) IB: 33-32 points, including Standard Mathematics grade 4

SECTION B: PROGRAMME AIMS, OUTCOMES, LEARNING AND ASSESSMENT METHODS

Programme Aims:
<ol style="list-style-type: none"> 1. To provide students with an in-depth understanding of what is involved in managing organizations in the contemporary context and to offer opportunities to develop expertise in a chosen management specialism; 2. To equip students with the knowledge and skills necessary to pursue a career in management; 3. To encourage and facilitate critical, analytical thinking by students as a vital foundation for subsequent academic study, employment, professional and personal development, and participation in society; 4. To enable students to acquire the personal and key skills they need to develop as autonomous and reflective individuals with the capacity to continue learning.

Programme Learning Outcomes: Knowledge and Understanding	
Code	Learning Outcome
A1	The contexts in which finance can be seen as operating including knowledge of the institutional framework necessary for understanding the role, operation and function of markets and institutions;
A2	The major theories of asset pricing and their relevance and application to theoretical and practical problems;
A3	The major theories associated with the management of risk, such as portfolio management, asset allocation and the application of financial derivatives to practical problems;
A4	The major theoretical tools necessary for advanced study in finance;
A5	An ability to interpret and analyse financial data using appropriate statistical packages;
A6	The relationship between financial theory and empirical testing and an ability to evaluate empirical evidence;
A7	The factors influencing the investment behaviour and opportunities of private individuals investing in bond, equity, and derivative markets;
A8	The basics of financial statements and appreciation of the limitations of financial reporting practices and procedures.

Programme Learning Outcomes: Intellectual/Cognitive Skills	
Code	Learning Outcome
B1	A capacity for the critical evaluation of arguments and evidence;
B2	An ability to analyse and draw reasoned conclusions concerning structured and, to a more limited extent, unstructured problems from a given set of data which must be acquired by the student;
B3	An ability to research business and management issues, combining theoretical analysis and secondary data sources to improve understanding.

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Programme Learning Outcomes: Practical Skills	
Code	Learning Outcome
C1	Ability to locate, extract and analyse data from multiple sources, including the acknowledgement and referencing of sources;
C2	Communication skills, including the ability to present quantitative and qualitative information together with analysis, argument and commentary in a form appropriate to a different intended audiences.

Programme Learning Outcomes: Key Skills	
Code	Learning Outcome
D1: Communication	Present ideas and arguments in a coherent and effective manner;
D2: IT Skills	Use appropriate Information Technology to locate, acquire and analyse data;
D3: Numeracy	Manipulate numerical data and apply basic statistical concepts;
D4: Problem Solving	Identify and analyse problems and apply appropriate knowledge and skills to develop effective solutions;
D5: Working with Others	Improving own Learning/Performance.

SECTION C: COURSE STRUCTURE

Level 5

Component No.	Module Code	Module Title	Component Credits	Status in Award
01	BE111	Management Accounting 1	15	Compulsory
02	BE113	Management Accounting 2	15	Compulsory
03	BE114	Applying E-commerce in Business	15	Compulsory
04	BE410	Introduction to Organisational Behaviour	15	Compulsory
05	BE413	International Business Environment	15	Compulsory
06	BE431	Business Strategy	15	Compulsory
07	BE511	Marketing Management	15	Compulsory
08	BE518	Digital Marketing and Social Media	15	Compulsory

Level 6

Component No.	Module Code	Module Title	Component Credits	Status in Award
01	BE420	Leadership in Organisations	15	Compulsory
02	BE433	Human Resource Management	15	Compulsory
03	BE434	Management Psychology	15	Compulsory
04	BE437	Management, Innovation and New Technology	15	Compulsory
05	BE439	Business Ethics	15	Compulsory
06	BE440	Brand Management	15	Compulsory
07	BE515-6-SP	Consumer Behaviour	15	Compulsory
08	BE530	Advanced Marketing	15	Compulsory

SECTION D: RULES OF ASSESSMENT

See: www.essex.ac.uk/students/exams-and-coursework/documents/roa/15-16/kaplan-singapore.pdf