
Important information regarding the Programme Specification

Last revised 27 March 2024

The Programme Specification gives a broad outline of the structure and content of the programme, the entry-level qualifications, as well as the learning outcomes students will achieve as they progress. Some of the information referred to in this programme specification is included in more detail on the University of London website. Where this is the case, links to the relevant webpage are included.

Where links to external organisations are provided, the University of London is not responsible for their content and does not recommend nor necessarily agree with opinions expressed and services provided at those sites.

If you have a query about any of the programme information provided, whether here or on the website, registered students should use the *ask a question* button in the [student portal](#); otherwise the *Contact Us* button on each webpage should be used.

Level of the programmes

The Frameworks for Higher Education Qualifications

CertHE Business Administration, DipHE Business Administration and BSc Marketing

An unclassified BSc consists of passes in 300 credits and achieving an overall average of between 35%-

Recognition of prior learning

Recognition of prior learning is a generic term for the process by which we recognise and, where appropriate, award credit for learning that has taken place at an institution other than the University of London.

Where the prior learning covered a similar syllabus to a module on the University of London programme, credit will be awarded as if you took the University of London module.

See the [General Regulations \(Section 3\) and Programme Regulations](#) for more rules relating to prior learning.

For this programme the University of London may recognise your prior learning and award you credit towards the BSc qualification.

Entrance requirements

Applicants must submit an application in line with the procedures and deadlines set out on the [website](#).

Entry route 1 – Direct entry route

Age:

Applicants must normally be at least 17 years of age

To be admitted onto the full BSc programme, students must first pass one required module with an overall result of 40% or above.

Students on the Performance based admission route will have three attempts to pass the required module. This route helps students to develop the necessary skills to complete the full BSc Marketing programme successfully.

Full details of entrance requirements for the Direct entry route and Performance based admission route are given on the [programme page](#), under the Entry requirements tab.

The full progression rules for the Performance based admission route can be found in Section 7 of the [Programme Regulations](#).

English language requirements

All a

Minimum device requirements are subject to change and older operating systems may become obsolete over time.

It should also have the following applications installed:

Word processor (for Microsoft Word documents)

A PDF reader (e.g. Adobe)

Some modules/courses may have additional requirements such as video and audio recording options, Microsoft Excel, STATA, statistical or other specialist software. Where this is the case you will find information on the course webpages.

We are developing further security protocols and therefore students will require a mobile device (such as a mobile phone or tablet/iPad) to approve for our services. Full details, including specifications, will be provided ahead of the implementation.

Please note: full mobile access is not available for all programmes. Proctored assessments will not work on any smartphone, tablet, Chromebook, Linux Operating Systems or other mobile device of any kind.

Students with access requirements

The University of London welcomes applications from disabled students and/or those who have access requirements. The University will make every effort to provide reasonable adjustments to enable those with a disability, learning difficulty or access requirements to have the same opportunity as all other students to successfully complete their studies.

The University is committed to managing the application procedure and the programme itself to ensure that services are accessible for all students and that an inclusive environment is created. Students with a disability, or others who may need access arrangements to assist in taking assessments, should complete the relevant section of the application form, or contact the [Inclusive Practice Manager](#). A separate room or other arrangements may be considered.

Requests are considered by a University panel, whose purpose is to ensure that students with disabilities and/or specific access requirements are neither advantaged nor disadvantaged by such arrangements when compared with other students. These considerations remain separate from the academic selection processes.

For further information see the [Inclusive Practice Policy](#).

Sources of funding and scholarships

Information about potential sources of funding and scholarships is updated annually and where available is included in the prospectus web pages.

For further information see

or specialist modules modules is offered to ensure that students appreciate the diverse, interdisciplinary nature of business administration and marketing and also gain or reinforce a range of conceptual, technical, quantitative and personal skills.

Stage 1 provides a foundation for advanced and independent study through establishing a common platform of essential knowledge and skills.

(Stage 1 is equivalent to FHEQ Level 4 – successful completion of this stage would allow a student to exit with a Certificate of Higher Education).

Stage 2 provides students with a range of opportunities to build upon their foundation knowledge and develop their independent learning and a rigorous approach in the study of business administration or marketing.

(Stage 2 is equivalent to FHEQ Level 5 – successful completion of this stage and Stage 1 would allow a student to exit with a Diploma of Higher Education).

Stage 3 provides students with a range of opportunities to further advance their critical study of business administration or marketing.

(Stage 3 is equivalent to FHEQ Level 6 and its successful completion results in the award of a BSc).

Learning outcomes by programme: BSc Marketing

Subject specific – knowledge and understanding:

The organisation, its functions, and the context of business leading to a multifaceted appreciation of marketing and other management disciplines;

Contemporary perspectives on marketing as a discipline

Stage	Knowledge and understanding of:	Skills and other attributes:
	<p>(economic management, international relations and geopolitical).</p> <p>A3.3: Contemporary perspectives on global marketing, the consumer and advertising and branding.</p> <p>A3.4: Contextualise questions of global marketing alongside questions of globalisation with reference to contemporary concerns regarding neo-colonialism and the orchestration of a global consumer behaviour.</p>	

Transferable skills: definitions

Research: the ability to analyse and evaluate a range of business data, sources of information and appropriate methodologies, which includes the need for strong digital literacy, and to use that research for evidence-based decision-making;

Self-management: a readiness to accept responsibility and flexibility, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time;

Problem solving: analysing facts and circumstances to determine the cause of a problem and identifying and selecting appropriate solutions;

Numeracy: the use of quantitative skills to manipulate data, evaluate, estimate and model business problems, functions and phenomena;

Netiquette:
posting your views to online discussion groups and other internet-based mediums;

Written communication: development of an argument through understanding structure, style and content related issues.

Diploma of Higher Education in Business Administration

Subject specific – knowledge and undions

five-weekly intervals throughout each 22-week study session, and assessment element two is an unseen online examination held at the end of each session. The marks achieved for assessment elements one and two will be weighted on a 30:70 basis to calculate the overall mark for the module.

All examinations are scheduled using an online delivery method. You must ensure that your device is kept up to date and complies with [University Computer Requirements](#).

An examination is defined as an element of assessment that takes place in a controlled environment. Students will be given details of how the modules on their programme are assessed, the specific environment or location that is permitted and the time allowed for the assessment.

Full details of the dates for each MCQ and the online examination are available on the

[The Online Library](#): This provides a range of full-text, multidisciplinary databases where journal articles, e-books and reports can be found.

University of London library: Registered students may use the resources located within the Senate House library.

A University of London email account and web area for personal information management.

Enhancements are made as necessary to ensure that systems remain effective and rigorous.

Student feedback and engagement

The principal channel for collecting feedback from students is the Student Experience Survey. Carried out every year, this collects feedback from the student body on a range of topics relating to the student lifecycle.

The results are analysed externally and then considered in a number of different ways, including by the programme team, principal committees and the senior leadership team. Details of any resulting actions taken are published on the Virtual Learning Environment and the Student Portal.

Additionally, on completion of their programme of study students will be invited to take a survey that seeks to measure what they have gained from their studies.

There are also opportunities for students to get involved in governance. An undergraduate and postgraduate student member is appointed by the University to the majority of committees through an annual appointment round. Some programmes also recruit student members at the programme level. Students are frequently invited to take part in quality review processes such as Periodic Programme Reviews, Programme approval, Thematic Reviews, MOOC review panels and ad hoc focus groups. Opportunities such as these are advertised through social media and on the website. More information can be found on the [website](#).

Students can also apply to join the Student Voice Group, which meets four times a year to consider initiatives for enhancing student experience. Notes from these meetings are published on the Student Portal.

