



LONDON
METROPOLITAN
UNIVERSITY

IN PARTNERSHIP WITH



**Business Management
and Marketing BA (Hons)**

2019/20

Business Management and Marketing BA (Hons)

About this course

This innovative degree will provide an in-depth understanding and expertise in both business management and marketing.

With special insights into how marketing and business work simultaneously, you will develop the skills and knowledge required for a business management career, or a role as a professional marketer.

On completion of this course, you will be a strong candidate for a career in leadership and management and possess the entrepreneurial skills required to start your own business.

Why study with London Metropolitan University?

- Study in the heart of London, Birmingham or Manchester.
- Small and personal class sizes.
- Evening and weekend study option available.
- Careers and ACE (Academic Community of Excellence) teams available for advice and support.

What you'll study

During this three-year course, you will study a range of modules to broaden your knowledge of business management and marketing. Academic and personal skills will also be developed, such as academic writing and project management.

Modules include The Business Environment, Principles and Practices of Marketing, Brand Management, and Marketing Planning and Strategy. Once you have completed your modules, you will have the chance to develop a business plan and complete a research project (dissertation) at the end of your course.

Contact us

Our helpful admissions team is happy to talk to you about your study options, including student finance and course details.

Email: home.enquiries@qa.com
Tel: (+44) 020 3925 1206

London Metropolitan University partnership

The Business Management and Marketing BA (Hons) is awarded by London Metropolitan University. You will be registered as a student of London Metropolitan University. The programme is taught by QA, a UK higher education provider.

Business Management and Marketing BA (Hons)	
Level	Undergraduate degree
Duration	Three years
Location	London, Birmingham and Manchester
Intakes	November, March, July
Tuition fee	£9,250 (per annum)
Mode of study	Full-time: Daytime, or evening and weekend Classroom based*
Teaching hours	You will have lectures, workshops and tutorials totalling nine to 12 hours per week. You are also expected to complete independent study totalling 28-31 hours per week.
Assessment method	Coursework only
Entry requirements	96 UCAS points: <ul style="list-style-type: none"> • Minimum of grades CCC in three A Levels in academic or business subjects (or equivalent level 3 qualification) • GCSE Mathematics at Grade C/4 or equivalent
English language requirements	IELTS 6.0 with no component less than 5.5 in each band, or equivalent. English Language GCSE at grade C/grade 4 or above (or equivalent). Note: Applicants will be accepted on the basis of achieving the equivalent of IELTS 6.0 on the QAHE English test and a minimum score of 8 on the QAHE maths test.

Example modules

All modules are worth 30 credits unless stated otherwise.

Year 1

- Business Decision Making
- Principles and Practices in Marketing
- Fundamentals of Management
- Personal and Academic Development (15 credits)
- The Business Environment (15 credits)

Year 2

- Business Research Methods
- Communications and Digital Marketing
- Serving Customers in Global Markets
- Theory and Practice of Selling (15 credits)
- Creating a Winning Business 1 (15 credits)

Year 3

- Achieve your Potential (15 credits)
- Management Dissertation
- Marketing Planning and Strategy
- The Practice of Management
- Project Management (15 credits)



Teaching location

London, Birmingham and Manchester

*At the time of publication, if the UK Government extends the current period for social distancing and restricting movement, as part of the response to Coronavirus (Covid-19), we may need to temporarily implement online teaching for the start/early stages of this programme for students joining in July 2020. Should this be the case, once government restrictions are eased, we will transition students back to face-to-face learning as soon as practical, and our centres will be reopened as quickly as possible.

Please note: A full list of central London locations is available on our website at:

qa.com/highereducation.com/locations

All teaching locations are easily accessible via Tube, rail and bus networks. Our team will contact you with any changes to teaching locations at the earliest possible opportunity.

The information provided within this publication is accurate at the time of print in April 2020 and London Metropolitan University and QA will use all reasonable efforts to deliver the programmes as described.

Ready to apply

To apply and for any questions regarding the programme, entry requirements, or studying with London Metropolitan University and QA, please contact us and one of our team members will be happy to help.

Contact us

Tel: (+44) 020 3925 1206

Email: home.enquiries@qa.com

qa.com/highereducation.com/londonmet-bmm