



Course Information Form

This Course Information Form provides the definitive record of the designated course

Section A: General Course Information

Course Title	Master in Business Administration (Marketing)
Final Award	MBA
Route Code	MBAMAAAF
Intermediate Qualification(s)	
FHEQ Level	7
Location of Delivery	University Square Campus, Luton
Mode(s) and length of study	Full-time over 12 months
Standard intake points (months)	Block delivery (6 intakes per year) October, November, February, April, June, August
External Reference Points as applicable including Subject Benchmark	QAA UK Quality Code for Higher Education 2014 Part A, October 2014 QAA Subject Benchmark Statement, Master's Degrees in Business and Management, June 2015 QAA Characteristics Statement for Master's Degrees, September 2015
Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	
HECoS code(s)	100078

UCAS Course Code**Course Aims****Why study this course**

The course combines core MBA disciplines with innovative subject areas supported by the latest research in strategic management and leadership to develop business competence and strengthen confidence and credibility, providing you with the practical and theoretical capabilities to master the complexities of a competitive and changing business environment.

Educational Aims

The MBA (Marketing) is a flagship qualification designed to meet the needs and aspirations of early career individuals through the combination of a general management education with the specialist area of Marketing. It is designed for individuals who want to develop both their management skills and new areas of business interest and those seeking fast track career progression opportunities.

The course adopts a practical and applied business curriculum and aims to develop an advanced knowledge of organisations and their effective management in the dynamic competitive global context. We will enable you to creatively apply this knowledge and understanding to complex issues to systematically and innovatively enhance strategic business and management practice. This offers a challenging learning opportunity to encourage the integration of theory and practice supported by experienced academics with substantial management experience. You will work with academics and professors of practice on live consultancy projects with leading employers in organisations across private, public and not-for-profit sectors to support your personal and professional development as a creative and innovative leader with the knowledge and skills needed in the global, knowledge-based economy.

You will develop the attributes and skills expected of post-graduates, as recognised by professional and industry bodies such as the Chartered Management Institute and the Confederation of British Industry, including team-working, negotiation skills, leadership, confidence and the ability to apply critical and creative thinking to complex and unclear problems to develop innovative solutions.

This degree aims to enhance your professional prospects by developing your capability to apply the latest thinking relating to organisational development and change in the competitive global context. Successful completion of the MBA (Marketing) highlights your potential to have a real impact on the transformation of the organisation you join.

Upon successful completion of your course you should meet the appropriate learning outcomes for your award shown in the table below

	Outcome	Award
1	Demonstrate a systematic understanding of and critically assess the external context in which modern organisations operate including economic, political, social and environmental change and the regulatory and governance trends impacting on different organisations.	MBA

Course Learning Outcomes	2	Assess and apply relevant knowledge to a range of complex market situations taking account of the development and progression of the customer relationship and customer satisfaction Understand and synthesise the financing of the business enterprise, the sources, uses and management of finance and the use of accounting for managerial and financial reporting applications	MBA
	3	Understand and synthesise the financing of the business enterprise, the sources, uses and management of finance and the use of accounting for managerial and financial reporting applications	MBA
	4	Demonstrate critical understanding of the range of theory related to the development of people in organisations	MBA
	5	Demonstrate sensitivity to the complexity of implementing plans and of achieving change in organisations both because of individual and organisational obstacles and critically appraise the methods available to managers to handle this complexity.	MBA
	6	Effectively manage relevant communication and information technologies for application in business and management in a global knowledge-based economy.	MBA
	7	Demonstrate independent planning, initiative and enterprise in order to meet the demands of a Master's degree in Business Administration, while taking responsibility for personal learning and continuous professional development.	MBA
	8	Critically reflect on an understanding of appropriate research techniques sufficient to allow detailed investigation integrating relevant business and management issues and to show expertise in the interpretation of such material. Acquire and analyse data, evaluate relevance and validity, and synthesise a range of information. Deal with a range of complex and pervasive issues in a systematic and creative manner appropriate to a Master's degree in Business Administration, in so doing form sound judgements in the absence of complete data in the context of new situations and communicate conclusions and recommendations appropriate to both a specialist and non-specialist audience.	MBA

Teaching, learning and assessment strategies

Learning and Teaching

The MBA adopts a block teaching and guided learning approach using latest approaches including flipped classroom to support the practice-led curriculum for early career leaders and managers, aspiring to develop as global citizens and with an emphasis on internationalisation and employability. Units are delivered in 6-week blocks with a focus on the impact of management education on your career through the application of research to management practice. This energetic and active approach to learning will enhance your confidence and self-esteem and support your development as an autonomous learner and innovative business practitioner.

The teaching team includes staff with a specialist research base and the influential contributions of experts with a depth of practical experience in management and leadership. We treat our MBA students as colleagues in the enterprise of learning and expect you to engage with this approach in a way which reflects your professional aspirations.

You will participate in a Welcome week before the start of your course so that you are fully prepared, and will engage in Advancing Professional Practice between teaching blocks to actively support your development and progression towards your aspirations and to support your transition into your first post-MBA work role.

Assessment

The underpinning philosophy of all assessments is to develop both your knowledge and skills to enter employment as a confident manager with a strong base from which to meet your own aspirations. This requires consideration of your own personal capabilities as well as looking outward at the business world. The aim is for you to become an independent and self-directed lifelong learner. Apart from the formal assessments there will be an emphasis on self, peer and group assessment. Tutors will provide feedback on formative assessments to support your development of good academic practice.

All assessments are rooted in authentic and practical workplace scenarios to enable the integration of theory and practice in dynamic 'real world' work contexts. Exams are kept to a minimum. To facilitate learning for all students a range of assessment methods are used throughout the course, including:

- Business Reports to demonstrate contextual insight and professional practice;
- Project Plans to demonstrate project planning skills;
- Seminar Papers to develop critical analysis skills;
- In-class tests of your knowledge of core concepts in context;
- Project Report integrates learning throughout the course independently applied in practice;
- Business simulation where you demonstrate the impact of your strategic decision making.

The focus is on the impact of management education to management practice and later assessments require greater complexity and integration through independent study to support your successful transition into work. This is exemplified by two units at the dissertation stage: Management Practice and the Theory into Practice Project. These help you to consider your personal and professional development and the complexity of applying management education in practice once in employment.

Learning support	The course team will be your first point of contact while you are studying and you will also be allocated to a student self-study support group, which will also act as both a learning and motivational help to you. You can meet up face-to-face apart from the times you are at the University or can contact via email. Students are supported through a comprehensive Welcome process in the week prior to the start of your first teaching block. During this week you will be supported in good academic practice, the use of formative assessment, personal and professional development and allocation of a Personal Academic Tutor. Students are supported in a number of ways. • The Student Information Desk (SID) http://www.beds.ac.uk/studentlife/student-support/sid/services provides a range of support services and an interface to the University Student Engagement and Mitigation Team for extenuating circumstances http://www.beds.ac.uk/studentlife/student-support/academic/extenuating • A Student Advisory Service is provided within the Business School to assist with general academic advice. • Subject Librarians can assist with advanced information retrieval for assignments and the dissertation in particular http://lrweb.beds.ac.uk/help/ALLs/Subjects • Study Hub provides advice and guidance on developing academic skills http://lrweb.beds.ac.uk/studyhub Support provided during Welcome week is further reinforced through the Advancing Professional Practice process prior to the start of all subsequent teaching blocks. At the start of the final block you will receive guidance on career development and employability to support your transition into the work environment.
Admissions Criteria	https://www.beds.ac.uk/entryrequirements Approved Variations and Additions to Standard Admission N/A
Assessment Regulations	https://www.beds.ac.uk/about-us/our-university/academic-information Note: Be aware that our regulations change every year Approved Variations and Additions to Standard Assessment Regulations' N/A

Section B: Course Structure

The Units which make up the course are listed below. Each unit contributes to the achievement of the course learning outcomes either through teaching (T), general development of skills and knowledge (D) or in your assessments (A).

Unit	Unit Name	Level	Credits	Core or Option	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
BSS056-6	Theory into Practice Project	7	45	Core	A1 2	A12	A12	A12	A12	A1 2	A1 2	A1 2							
BSS057-6	Corporate Innovation and Entrepreneurship	7	30	Core	TA 12	TA1 2		TA1 2	T2		TA 12	T2							
BSS058-6	Strategy and the Global Competitive Environment	7	30	Core	TA 12	TA1 2	T1		TA1 2	TA 12	TA 12	TA 12							
BSS063-6	Management Practice	7	15	Core	TA 12	TA1 2	TA1 2	TA1 2	TA1 2	TA 12	TA 12	TA 12							
BSS064-6	Leading and Managing Organisational Resources	7	30	Core	TA 12	T2	T2	TA1 2	T2	T2	TA 12	TA 12							
MAR046-6	Digital Marketing and Communications	7	30	Core	TA 12	TA1 2			TA1 2	TA 12	TA 12	TA 12							

Section C: Assessment Plan

The course is assessed as follows :

MBAMAAAF- Master in Business Administration (Marketing)

Unit Code	Level	Period	Core/Option	Ass 1 Type code	Ass 1 Submit wk	Ass 2 Type code	Ass 2 Submit wk	Ass 3 Type code	Ass 3 Submit wk	Ass 4 Type code	Ass 4 Submit wk
MAR046-6	7	BLOCK 2	Core	WR-I	3	EX-OT	6				
BSS058-6	7	BLOCK 3	Core	PJ-ART	3	WR-BUS	6				
BSS057-6	7	BLOCK 4	Core	CW-OT	3	WR-BUS	6				
BSS064-6	7	BLOCK 1	Core		3	CW-EPO	6				
BSS056-6	7	BLOCKS 5 AND 6	Core	PR-ORAL	6	PJ-PROJ	12				
BSS063-6	7	BLOCKS 5 AND 6	Core	WR-I	3						

Glossary of Terms for Assessment Type Codes

CW-EPO	Coursework - e-Portfolio
CW-OT	Coursework Other
EX-OT	Invigilated Exam-Other including open book
PJ-ART	Coursework - Artefact
WR-BUS	Coursework - Business Report
WR-I	Coursework - Individual Report

Administrative Information	
Faculty	University of Bedfordshire Business School
School	Department of Strategy and Management
Head of School/Department	Dr Alexander Kofinas (interim)
Course Coordinator	Eliot Lloyd