

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

**Course Learning
Outcomes**

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| 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 | |

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

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

Learning support

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	BLOCK 5 AND 6	Core	PR-ORAL	6	PJ-PROJ	12				
BSS063-6	7	BLOCK 5 AND 6	Core	WR-I	3						

Administrative Information

Faculty	University of Bedfordshire Business School
School	Department of Strategy and Management