



BSc (Hons) Business Management with Marketing

| | |
|-------------------------|--|
| UCAS code | N2NM |
| Institution code | H12 |
| Duration | 4 years (full-time) including a one-year work placement. A three year programme is available for applicants with at least two years, full-time relevant work experience. |
| Start date | September 2021 |
| Accredited by | Chartered Institute of Marketing (CIM) |
| Location | Harper Adams University campus (and location of work placement) |

The courses

Modern business is a dynamic environment in which to work. Customer wants and needs constantly change. The technology managers rely on is also changing at an ever-faster pace. New products and services are launched into already crowded markets on a regular basis. Such an environment can be challenging but a qualification in Business Management with Marketing prepares you for the rigours of modern business life, enabling you to exploit the exciting opportunities available.

The Business Management with Marketing degree enables students to acquire transferable business skills and general business knowledge that will be useful in all aspects of business, whether in the public or private sector.

Students are able to register with the [Chartered Management Institute](#) and gain a Level 5 Award in Management and Leadership alongside their degree programme.

Duration

4 years (full-time) including a one-year work placement. A three year programme is available for applicants with at least two years, full-time relevant work experience. Please contact [Admissions](#) for further information on this option.

A-level entry requirements

- Offers tend to be in the region of **88 - 104** UCAS points (from A2 exams only)
- Students should typically be studying **3 subjects at A2 level** to be considered
- Applicants must have a minimum of **4 GCSEs at grade C/4 or above**, including English Language, Maths
- Applicants can expect to receive offers including specific grades in specific subjects (for example, a B or C at A level, or an M or D for BTEC modules)
- Key Skills (and other level 2 variants) and First Certificates/Diplomas are not accepted in place of GCSE passes

- Overseas applicants please check our [English Language Requirements](#)
- The majority of candidates will not be called for an interview and a decision will be made via UCAS Track. However, for some students a telephone interview or campus based guidance session will be required. We will simply want to meet you to understand if the course is the right choice for you and to discuss your application in more detail. We will be keen to know your reasons for choosing the course and your career aspirations.
- We have developed a range of measures and initiatives to give everyone the best chance to access our undergraduate degree programmes. The main feature of **Access to Harper** is our contextualised offer scheme. A contextualised offer is an offer which is reduced, by one grade or more from the standard entry requirement and is made to those applicants who may have experienced personal circumstances which put them at a disadvantage during their education, such as attending a low achieving school, living in an area of low participation in Higher Education or being a Care Leaver. The aim of this is to make the University more accessible for those applicants who may not have previously thought that they were eligible to apply. We have also introduced reduced entry requirements for those applicants who are over 21 years of age and further initiatives to make the application process easier for those applicants who need it.

To check if you qualify please visit the [Access to Harper](#) page.

Note: Entry Requirements are for guidance only, please check the UCAS website or contact Admissions for further information.

Work placement

BSc students undertake work placement in their third year. You will build on the foundations of your early studies during the one-year placement period. This will enable you to not only put theory into practice but witness at first-hand the challenges which face all business managers.

This placement could be spent in the UK or overseas. Recent employers, across a wide variety of sectors, have included Brown and Co, Anglia Farmers Ltd, Eddie Stobart, Claas UK and West London Gun Room.

Accreditation



Graduate Gateway

The [Chartered Institute of Marketing](#) (CIM) is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners Harper Adams University has joined forces with CIM to give students the opportunity to gain professional qualifications through [CIM Graduate Gateway](#). CIM qualifications are highly sought after by employers, and map alongside our own degrees which ensures we are equipping students with the best opportunities for a successful marketing career.

Teaching and learning

What you study

The course develops a range of transferable skills such as communication, analytical and critical thinking, problem solving and creativity, to name a few. This prepares you for a career across a wide range of sectors.

The course structure involves studying a range of business modules so that you can understand how a business operates with an emphasis on management and marketing. You will be able to draw up a business plan, develop a marketing strategy and provide recommendations to a local business via a management consultancy project. The range of modules studied and the real life experience gained during a year on placement gives you a good start on the career ladder.

Teaching and learning

Learning at Higher Education level is a big step up from further education so we make sure you get lots of advice and support. Everyone learns differently and in the workplace you'll need to work in different ways, so we make sure our courses test you in every way possible. Therefore, you will attend lectures and tutorials, undertake regular hands-on practical work, sit exams, and complete coursework assignments. Topics are designed carefully based on real world situations, such as producing a marketing plan or looking at how a company could make better use of IT, using a company of your choice. All students undertaken a major project in their final year concentrating on a topic that is of particular interest to them.

Assessment methods

Assessment is via a balance of course work and examination. Students receive written feedback on all course work to help them improve. In addition, first year students undertake examinations in three subjects at the end of the first term to enable them to gauge how they are progressing and feedback is provided on these exams. Course work may be reports, presentations or portfolios and may be produced individually or in a team.

Careers

These courses are for those who wish to pursue a career in business management in a wide range of sectors. Over recent years, Harper Adams graduates have entered a variety of careers in marketing, accountancy, consultancy, sales, recruitment, publishing, purchasing, web design, event management and financial services to name but a few. Students who wish to start their own business have found the knowledge they have developed during the course has enabled them to go down the self-employed route.

What will I study?

| Year | Study time (The percentage of time spent in different learning activities) | | | Assessment methods (This is the breakdown of assessment methods) | | |
|------|---|-----------------------------|---------------------|---|-----------------|------------|
| | % time in lectures, seminars and similar | % time in independent study | % time on placement | Written exams | Practical exams | Coursework |
| 1 | 33% | 67% | 0% | 14% | 0% | 86% |
| 2 | 27% | 73% | 0% | 10% | 0% | 90% |
| 3 | 0% | 0% | 100% | 0% | 0% | 100% |
| 4 | 15% | 85% | 0% | 6% | 0% | 94% |

| Year 1 | | Year 2 | | Year 3 | | Year 4 | |
|--|----|--|----|----------------|--|---|----|
| Professional Skills Development (R4005C17) | 15 | Group Market Research Project (R5004C17) | 15 | Placement year | | Honours Research Project (HRPROJC17) | 30 |
| Creativity and Enterprise (R4012C17) | 15 | Financial Decision Making (R5008C17) | 15 | | | Consumer Behaviour (F6008) | 15 |
| The Organisation in its Environment (R4014C17) | 15 | International Marketing (R5009C17) | 15 | | | New Product Development (F6013C17) | 15 |
| Business Communication Technology (R4011C17) | 15 | Economic Policies (B5005) | 15 | | | Supply Chain Management (F6016) | 15 |
| Marketing Principles (R4009C17) | 15 | E-Business (R5006C17) | 15 | | | Strategic Management (R6021C17) | 15 |
| Business Data Analysis (R4008C17) | 15 | Marketing Communications (F5002C17) | 15 | | | Leadership and People Management (R6016C17) | 15 |
| Logistics and Distribution (F4006C17) | 15 | Project and Event Management (R5010C17) | 15 | | | Management Consultancy Project (F6017C17) | 15 |
| Introduction to Economics (R4013C17) | 15 | Sales and Customer Service (R5005C17) | 15 | | | | |
| Language I (French, German or Spanish) (B3001/2) | 15 | Land Use and Management (R7040) | 15 | | | | |
| | | Language II (French, German or Spanish) (B4015/17) | 15 | | | | |

Professional Skills Development

Year of study 1
Code R4005C17
Credits 15
Core/option Core
Module contact [Jane Headley](#)

This module helps to develop students' competence and confidence in the academic skills and professional practices that will enable success in higher education and beyond. In order to engage students with the module and the themes, some of which will be delivered in other modules.

It is anticipated that developing the appropriate attributes to cope with higher education early on in the programme will aid students progression both with the course and to continue their professional development into the graduate world of work.

Creativity and Enterprise

Year of study 1
Code R4012C17
Credits 15
Core/option Core
Module contact [Emma Tappin](#)

Future challenges to achieve sustainable development will require graduates to develop creative problem solving skills and enterprising behaviours. Competition exists for talented creative employees who have the potential to identify solutions to persistent business, societal and environmental problems. Creativity and entrepreneurship intersect to produce economic and social value, in conjunction they foster positive change in individuals and organisations.

This module will enable students to tackle real world business challenges and increase awareness of individual capabilities, attitudes and behaviours in order to develop mind-sets for the future. The module will achieve this through a series of creative and enterprising challenges alongside a range of self-assessments and reflective activities.

The Organisation in its Environment

Year of study 1
Code R4014C17
Credits 15
Core/option Core
Module contact [Mrs Gabriella Parkes](#)

This module aims to provide you with a foundation of business and organisational understanding on which to build your further studies.

You will develop an understanding of some of the fundamental aspects of businesses and organisations and how they function. You will undertake an analysis of the changing environment in which businesses and organisations operate. You will be able to identify the various common elements in organisations, be they for profit or not-for-profit. In addition you will consider legal, social and environmental responsibilities placed on business.

Business Communication Technology

Year of study 1
Code R4011C17
Credits 15
Core/option Core
Module contact [Deena Webster](#)

Whilst businesses often use generic software packages for their everyday operations, other electronic tools and online applications are increasingly used for data storage, access, marketing communication and presentation. Fast, accurate and compatible information interchange with both internal and external members of the supply chain is essential. The continuing growth, accessibility and pervasion of the internet offers an expanding range of communication channels and delivery models for information services. This module sets out to deliver an understanding of the relevance of IT tools and services in the broader business context, and develop the ability to engage with them to resolve problems in both general business and specific recruitment, marketing, research, and teaching contexts.

Marketing Principles

Year of study 1
Code R4009C17
Credits 15
Core/option Core
Module contact [Mrs Claire Robertson-Bennett](#)

Effective marketing is central to the success of individuals and organisations. All managers need to contribute to developing and delivering products and services which meet the actual or potential needs of customers more effectively than competitors. This module covers the role of marketing and its underpinning theories. It then examines the range and integration of activities required to implement the marketing concept in various business contexts. There will be a strong focus on reviewing real world examples and on appropriate application of marketing practice principles and practice. The module will establish a broad appreciation of the discipline as preparation for placement work. Specialist marketing students will study various aspects in more depth in modules which concentrate on component areas, for example New Product Development and Sales and Customer Service.

Business Data Analysis

Year of study 1
Code R4008C17
Credits 15
Core/option Core
Module contact [Jane Headley](#)

Companies process, collect and report on large volumes of data and so data analysis is an important skill in order to gain or retain competitive advantage. This module will require students to work with data and produce information using industry standard software. This module supports the development of students' written communication, IT, numeracy and research skills.

Logistics and Distribution

Year of study 1
Code F4006C17
Credits 15
Core/option Core
Module contact [Dr James Bell](#)

Logistics focuses on the flow of goods, services and related information along chains linking primary producers, processors, manufacturers, retailers and consumers. It aims to get the right thing, in the right quantities, to the right place, at the right time and cost, to meet the demands of successive customers, sustainably. The module will examine how logistics activities are integrated to provide the required quality and customer service for the minimum possible cost. This involves planning, implementing and controlling efficient and effective movement and storage, including the return of materials for reuse, recycling or disposal. By providing an introductory understanding of the role of logistics and distribution, this module will lay the foundation for further studies in subjects such as Supply Chain Management.

Introduction to Economics

Year of study 1
Code R4013C17
Credits 15
Core/option Core
Module contact [Dr Hairong Mu](#)

Economics is a key discipline in the social sciences. Economics is essential for an understanding of business behaviour, strategy and corporate performance, it is one of the central disciplines underpinning the study of business and management and related areas, including human resource management, marketing and accounting and finance. All businesses exist within an economic environment that can, at best, be described

as 'uncertain'. Therefore the key to success for a business is a thorough understanding of the market and correctly interpreting how changes in the economic environment will impact upon the performance of the company.

Language I (French, German or Spanish)

Year of study 1
Code B3001/2
Credits 15
Core/option Core
Module contact [Zorka Besevic](#)

The purpose of this module is to develop the ability and confidence of students to use French, German or Spanish effectively for the purposes of practical communication and the exchange of information. The module aims to form a sound base of skills language and attitudes appropriate to individual interests for further study, vocational and leisure based purposes. The module outcomes reflect the module aims concerned with providing students with the basic communication skills in French, German or Spanish to fulfill realistic tasks.

Group Market Research Project

Year of study 2
Code R5004C17
Credits 15
Core/option Core
Module contact [Dr Iona-Yuelu Huang](#)

Market research is one of the most important sources of information for a manager. In this module students are given responsibility for conducting a market research project for an outside organisation. Knowledge gained from Academic and Professional Development, Research Methods and Principles of Marketing is utilised in a real world application. Additionally students benefit from the experience of working as part of a team.

Financial Decision Making

Year of study 2
Code R5008C17
Credits 15
Core/option Core

The success of a business depends upon its financial position. This module will develop the students' skills in selecting and using appropriate financial techniques to solve problems and participate in business decision-making in the commercial world. The potential behavioural aspects of financial measurement will also be addressed.

International Marketing

Year of study 2
Code R5009C17
Credits 15
Core/option Core

In a world of increasingly interdependent and integrated global economies, world views, products, ideas, and aspects of culture become stateless. With saturation of domestic markets businesses look to move beyond home borders and enter other markets around the globe. Understanding consumer needs within target countries is essential for companies to build a global marketing mix where product, price, place and promotion are geared toward specific country needs.

Economic Policies

Year of study 2
Code B5005
Credits 15
Core/option Core
Module contact [Dr Dimitrios Pappas](#)

This module is concerned with the factors which influence national governments and the European Union in the adoption and development of macroeconomic policy. The interdependences of the modern world economy will be examined and the implications for the business environment will be discussed, while the importance of trying to distinguish short-term circumstances from long-term trends will also be addressed. The impact of economic activity upon the environment will also be investigated, together with the role of government in creating a sustainable business environment. The module Business Economics is considered a desirable pre-requisite.

E-Business

Year of study 2
Code R5006C17
Credits 15
Core/option Core
Module contact [Mrs Rebecca Payne](#)

The most valuable brands in the world, the largest social network platforms and the largest information search and retrieval systems are all eBusinesses.

Students studying business in preparation for the world of work need to be technology-literate. They need to understand how to use the tools and technologies in common use if they are to thrive in today's fast-paced commercial environment. However it is not enough to simply learn how to use a range of current technology-based business solutions, instead this module will focus upon creating a transferable skill-set around the adoption and application of current technologies. Students will be given real-world scenarios and challenges and supported as they evaluate technological solutions and implement them appropriately.

As this module is scheduled before placement, it is anticipated that students will develop commercial and technical skills that will be of value to them (and their employers) whilst on placement.

Marketing Communications

Year of study 2
Code F5002C17
Credits 15
Core/option Core
Module contact [Mary Munley](#)

This module covers the issues, activities and planning involved in marketing ideas, products, places and services. The focus will be on selecting and combining the most appropriate and cost-effective methods and media into an integrated and coherent marketing communications strategy. It will evaluate branding and communications with emphasis on developing skills in planning, design, communication, internet and mobile technology. These skills will be particularly useful for placement employment.

Project and Event Management

Year of study 2
Code R5010C17
Credits 15
Core/option Core
Module contact [Emma Tappin](#)

This module acts as preparation for project-based work in employment. The module involves delivery of an event-based project which serves to illustrate the common issues involved, such as clarification of client requirements, the need for careful planning and organisation of a project team. The module will offer students the opportunities to identify best practice approaches to projects based on their experience. Short term working capital requirements may be available from the department as a loan.

Sales and Customer Service

Year of study 2
Code R5005C17
Credits 15
Core/option Core
Module contact [Mrs Rebecca Payne](#)

This module will develop practical and sought-after competences in customer focus, selling, negotiation, critical evaluation, service design, people management and training. It will thus enhance your employability in business and your workplace survival/influencing skills. The module covers the tactical issues, attitudes and skills relating to typical early career customer-facing roles, including product specialist, technical sales, service delivery and support. It also covers the more strategic areas of sales team management, customer satisfaction measurement, relationship marketing and customer relationship management (CRM). These are clearly central topics for all marketing and management students, including those looking to careers in agri/engineering SMEs.

You will:

- Assess customer service quality, using systematic and unbiased methods, with reference to principles, data and industry good practice.
- Review and revise customer service design, standards, advice and training, including specifying good practice for service processes, customer care, support and after-sales.
- Review and reflect upon the required competences for selling, negotiation and customer service roles and how these may feature in your future career.

Land Use and Management

Year of study 2
Code R7040
Credits 15
Core/option Core

Estate managers rarely, if ever, start with a blank canvas. Current patterns in land use and management have been shaped by centuries of economic and social development such that the physical, social and political environment of land use and management represents a complex series of trade-offs between physical and human pressures. Approaches continue to evolve, for example the emerging emphasis on natural capital and the development of the ecosystems approach to natural resource management. This module therefore serves as an introduction to the patterns of land use and management to be encountered in the rural environment, enabling students to analyse the range of factors which have made the countryside what it is today and to synthesise the implications of these in the formulation of a coherent view about the future management of rural land assets.

Language II (French, German or Spanish)

Year of study 2
Code B4015/17
Credits 15
Core/option Core
Module contact [Zorka Besevic](#)

The purpose of this module is to develop further the level of competence in French, German or Spanish to enable students to function in a vocational or academic context such as a study placement. The module aims to increase students knowledge and application of language in terms of complexity, grammatical accuracy and range of structures, vocabulary and idiom. Through the development of a greater awareness of the nature of language and language learning the module seeks to encourage positive attitudes to speakers of foreign languages and other cultures, employment thereby facilitating future mobility. The module Language I or equivalent is considered a desirable pre-requisite.

Placement year

Year of study 3
Core/option Core

Read our dedicated [Placement Learning](#) pages for information on the many benefits of the placement year.

Honours Research Project

Year of study 4
Code HRPROJC17
Credits 30
Core/option Core

To qualify for an honours degree a student must demonstrate the capacity for sustained, independent and high quality work. One of the most important vehicles for the demonstration of this capacity, and for developing the necessary skills, is the individual Honours Research Project. Each student will therefore be required to complete such a project under the general supervision of a member of staff and present the results in a project report and in a *viva voce* exam, with two tutors, which will also test to a high level, skills of communication and rational argument. This major exercise represents one-quarter of the final year studies and will therefore have an important influence on the classification of award.

Consumer Behaviour

Year of study 4
Code F6008
Credits 15
Core/option Core
Module contact [Mary Munley](#)

An understanding of consumer behaviour is central to the study of marketing and will be of interest to any student considering a career in marketing as well as related disciplines in the farm to fork value chain such as product development and supply chain management. This module is designed to give the student an understanding of the behaviour of consumers using concepts and theories drawn from areas of relevant, contemporary study such as psychology, sociology, anthropology, neuroscience and behavioural economics. There is an applied emphasis to the module in terms of considering consumer behaviour in various modern contexts including the strategic management of consumer touchpoints and interfaces utilized by marketers.

New Product Development

Year of study 4
Code F6013C17
Credits 15
Core/option Core

The concept of new product development is recognised as being vital to the economic success of companies and nations alike. Put simply, new product development is the process by which companies survive in the long term, as they strive to constantly identify innovations to meet current and future demands of consumers. Innovation may refer to renovation of products or services, new developments to products and services or to the process of manufacturing and delivery. Innovation and product/process development have become the key strategic focus for successful companies.

Ultimately, managers need to accept these ongoing challenges to their competitive positions or face lower growth and profitability.

Supply Chain Management

Year of study 4
Code F6016
Credits 15
Core/option Core
Module contact [Dr Jane Eastham](#)

The supply chain constitutes a critical link between primary producers, processing and manufacturing businesses, retailers and the consumers. It is a link that must be structured, organised and managed successfully if businesses are to compete in a dynamic marketplace. Indeed, design and operation of supply chains are often decisive factors in the ability of businesses to achieve competitive advantage. This module examines the concept of the global supply chains and explores the many factors required to create, operate and control supply chains efficiently, effectively and sustainably.

Strategic Management

Year of study 4
Code R6021C17
Credits 15
Core/option Core
Module contact [Mrs Rebecca Payne](#)

A thorough appreciation of the concepts and techniques of Strategic Management is needed by all senior managers in order that they might manage their organisations both efficiently and effectively. This module focuses on the role of company-level strategy and its relationship with the other main business functions. Through extensive use of case study material, it allows students to reflect on practical experience gained during the placement period. By integrating theory and practice from a number of subject areas, students will be able to appreciate the contribution of the various functions within an organisation to the development of an overall strategic direction. The importance of effective implementation is emphasized along with the need for flexible strategies and the proactive management of change. The modules Business Finance or Equivalent Module, Principles of Marketing, Business Organisation and Work Experience (Placement Year) are considered desirable pre-requisites.

Leadership and People Management

Year of study 4
Code R6016C17
Credits 15
Core/option Core

As prospective employees and managers in the business world, it is essential that students have an understanding of the effective management of people. This module is therefore designed to develop an

understanding of human motivation and management style, the responsibilities of employer and employee and an appreciation of how to manage effective interpersonal relationships at work. This module is normally delivered post placement to build on placement experience, but may be studied pre-placement, referring to a student's pre-university or other work experience

Management Consultancy Project

Year of study 4
Code F6017C17
Credits 15
Core/option Core
Module contact [Tony Asson](#)

One of the key skills in business is to be able to work with others on the identification and successful solution of a business problem. Normally this would be done as an employee of an organisation with the problem but sometimes this may involve the use of outside consultants. The use of outside consultants provides a fresh and often innovative perspective on the problem and this module is designed to give students insight into the value of external consultancy. It is also intended to equip students with the practical and analytical skills required of external consultants.

This is an integrated module in which techniques and knowledge from earlier technical, production and marketing and business management modules are combined holistically. The aim is that the team brings together learning from earlier modules to create appropriate solutions to real "live" business scenarios.

Students will work in groups on the solution of a problem with, where possible, a live business.