



BSc (Hons) / BSc Business Management with Marketing (Top-up)

UCAS code	N2NN
Institution code	H12
Duration	1 year (full-time)
Start date	September 2019
Accredited by	Chartered Institute of Marketing (CIM)
Location	Harper Adams University campus

The course

The BSc (Hons) Business Management with Marketing top-up is a conversion programme for students who have gained an HND/FdSc in Business Management and Marketing, or a related subject. This course will build on the knowledge and skills gained from the first two years of study and enable students to apply their knowledge by undertaking research into an area of their own choice to complete the dissertation.

Entry requirements

- Top-up applicants must have achieved an average of 55% in their Foundation degree to apply for BSc non-honours and 60% to apply for BSc Honours.
- Applicants must have completed a full year's placement as part of their course of study or two years of full-time relevant employment after their course.

A-level entry requirements

- **Entry requirements for 2019 entry are not currently available. Please contact Admissions for advice**

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.

What will I study?

BSc (Hons) Top-up

Year 1	
Honours Research Project (HRPROJ)	30
New Product Development (F6012)	15
Strategic Management (R6021C17)	15
Supply Chain Management (F6016)	15
Consumer Behaviour (F6008)	15
Group Market Research Project (R5004C17)	15
Options	
Project and Event Management (R5010C17)	15
Management Consultancy Project (F6017C17)	15

Honours Research Project

Year of study	1
Code	HRPROJ
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.

New Product Development

Year of study	1
Code	F6012
Credits	15
Core/option	Core

The subject of new product development is recognised as being vital to the economic success of companies and nations alike. New product development is the process by which companies survive in the long term. Innovation may refer to successful developments, to products and services or to the process of manufacturing and delivery. Innovation and new product development have become the key strategic focus for successful companies. Managers need to accept the challenges to their competitive positions or face

lower growth and profitability.

Strategic Management

Year of study 1
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.

Supply Chain Management

Year of study 1
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.

Consumer Behaviour

Year of study 1
Code F6008
Credits 15
Core/option Core
Module contact [Dr Keith Walley](#)

An understanding of consumer behaviour is central to the study of marketing. This module is designed to give the student a sound appreciation of cognitive and behavioural theories and their application to marketing. The module adopts an eclectic approach to the subject by applying theories developed in psychology, sociology and anthropology. The module Principles of Marketing is considered a desirable pre-requisite.

Group Market Research Project

Year of study 1
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.

Project and Event Management

Year of study 1
Code R5010C17
Credits 15
Core/option Option
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.

Management Consultancy Project

Year of study 1
Code F6017C17
Credits 15
Core/option Option
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.

BSc Top-up

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Degree Review Project (DRPROJ)	15
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Strategic Management (R6021C17)	15
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Consumer Behaviour (F6008)	15
Options	
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Management Consultancy Project (F6017C17)	15

Degree Review Project

Year of study 1
Code DRPROJ
Credits 15
Core/option Core

Although Ordinary Degree students are not required to engage in the research based major projects completed by honours degree candidates, it is necessary that they display the ability, at Honours level, to learn independently and display the skills required for lifelong learning; to demonstrate awareness of the provisional nature of facts and principles and to marshal evidence and apply it in a balanced way in an argument and to draw soundly based conclusions. The development of these skills is the purpose of this module.

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Core/option Core

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