

*Durham Business School is accredited by the European Quality Improvement System (EQUIS) for a period of five years from 2005 and the Association to Advance Collegiate Schools of Business (AACSB) for a period of five years from 2009.*

**MA MANAGEMENT (DISTANCE LEARNING: N1DN07)**  
**MA MARKETING (DISTANCE LEARNING: N1DP07)**  
**MA HUMAN RESOURCE MANAGEMENT (DISTANCE LEARNING: N1DR07)**  
**MA ENTREPRENEURSHIP (DISTANCE LEARNING: N1DS07)**  
(For students entering between January 2009 – September 2010)

1. Programme offered at: Durham
2. Mode of study: distance learning (18-48 months). Students may enrol onto the programme at any time.
3. Candidates whose first language is not English will normally be required to possess recent English language test scores of 6.5 or above (with no element below 6.0) in IELTS, or 92 or above (with no element below 22) in TOEFL IBT, or an equivalent qualification.
4. The MA Management (Distance Learning), MA Marketing (Distance Learning), MA Human Resource Management (Distance Learning) and MA Entrepreneurship (Distance Learning) have been granted exemption from the University Regulations for Postgraduate Matriculation to allow students to apply for APL up to and including 1<sup>st</sup> February and 1<sup>st</sup> August to reflect the different enrolment deadlines operating on these programmes.
5. Programme of study:
  - a) All candidates must study and be assessed in modules to the value of 105 credits from Section A.
  - b) For the award of MA Management, candidates must also study and be assessed in:
    - (i) Modules to the value of 15 credits from Section B.
    - (ii) Modules to the value of 15 credits from Section C.
    - (iii) Further modules to the value of 45 credits from Sections D, E or J (a maximum of 15 credits may be taken from Section D).
  - c) For the award of MA Marketing, candidates must also study and be assessed in:
    - (i) Modules to the value of 15 credits from Section C.
    - (ii) Modules to the value of 30 credits from Section D.
    - (iii) Further modules to the value of 30 credits from Sections E or J.
  - d) For the award of MA Human Resource Management, candidates must also study and be assessed in:
    - (i) Modules to the value of 15 credits from Section F.
    - (ii) Modules to the value of 30 credits from Section G.
    - (iii) Modules to the value of 30 credits from Sections D, E, I or J.
  - e) For the award of MA Entrepreneurship, candidates must also study and be assessed in:
    - (i) Modules to the value of 15 credits from Section H.
    - (ii) Modules to the value of 30 credits from Section I.
    - (iii) Modules to the value of 30 credits from Sections D, E, G or J.

Module	Code	Credits	Core (C) or Optional (O)	Level
<b><u>SECTION A</u></b>				
Business Economics and Accounting (DL)	<a href="#">BUSI41R15</a>	15	C	4
Strategy (15 credits) (DL)	<a href="#">BUSI41Q15</a>	15	C	4
Organisational Behaviour	<a href="#">BUSI5C515</a>	15	C	4
Research Methods (DL)	<a href="#">BUSI5A615</a>	15	C	4
Dissertation (DL)	<a href="#">BUSI40N45</a>	45	C	4
<b><u>SECTION B</u></b>				
Operations and Supply Chain Management (DL)	<a href="#">BUSI40M15</a>	15	C	4
<b><u>SECTION C</u></b>				
Strategic Marketing Management (DL)	<a href="#">BUSI4D615</a>	15	C	4
<b><u>SECTION D</u></b>				
Practising Social Marketing (DL)	<a href="#">BUSI4Z015</a>	15	C	4
Buyer Behaviour and Marketing Communications (DL)	<a href="#">BUSI4D515</a>	15	C	4
<b><u>SECTION E</u></b>				
International Strategic Management (DL)	<a href="#">BUSI54115</a>	15	O	4
Business Transformation through Information Systems (DL)	<a href="#">BUSI41T15</a>	15	O	4
Financial Management (DL)	<a href="#">BUSI4ZL15</a>	15	O	4

Human Resource Management (DL)	<a href="#">BUSI54515</a>	15	O	4
Operations and Supply Chain Management (DL)	<a href="#">BUSI40M15</a>	15	O	4
Small Business Management (DL)	<a href="#">BUSI54615</a>	15	O	4
Strategic Marketing Management (DL)	<a href="#">BUSI4D615</a>	15	O	4
<b>SECTION F</b>				
Human Resource Management: Special Topics (DL)	<a href="#">BUSI41P15</a>	15	C	4
<b>SECTION G</b>				
Employee Relations and Reward (DL)	<a href="#">BUSI5C315</a>	15	O	4
Work and Society (DL)	<a href="#">BUSI5F015</a>	15	O	4
<b>SECTION H</b>				
The Entrepreneurial Process (DL)	<a href="#">BUSI5DL15</a>	15	C	4
<b>SECTION I</b>				
New Venture Creation (DL)	<a href="#">BUSI5C715</a>	15	O	4
The Entrepreneurial Environment and Context (DL)	<a href="#">BUSI5C815</a>	15	O	4
Entrepreneurship (DL)	<a href="#">BUSI5C915</a>	15	O	4
<b>SECTION J</b>				
EITHER Event Management (Blended Learning)	<a href="#">BUSI43P15</a>	15	O	4
OR Event Management (Block Taught)	<a href="#">BUSI43V15</a>	15	O	4
EITHER Global Business (Blended Learning)	<a href="#">BUSI43Q15</a>	15	O	4
OR Global Business (Block Taught)	<a href="#">BUSI43W15</a>	15	O	4
EITHER Retail Management (Blended Learning)	<a href="#">BUSI43R15</a>	15	O	4
OR Retail Management (Block Taught)	<a href="#">BUSI43X15</a>	15	O	4
EITHER Sales Management (Blended Learning)	<a href="#">BUSI43S15</a>	15	O	4
OR Sales Management (Block Taught)	<a href="#">BUSI43Y15</a>	15	O	4
EITHER Services Management (Blended Learning)	<a href="#">BUSI43T15</a>	15	O	4
OR Services Management (Block Taught)	<a href="#">BUSI43Z15</a>	15	O	4
EITHER Tourism Management (Blended Learning)	<a href="#">BUSI43U15</a>	15	O	4
OR Tourism Management (Block Taught)	<a href="#">BUSI44H15</a>	15	O	4

6. Modes of assessment will include written examinations and coursework.
7. Candidates will normally progress through the programme by taking core modules before optional modules and will normally submit the dissertation of not more than 12,000 words after attempting all core and optional modules. Candidates may, however, enrol on optional modules after attempting core modules to the value of 60 credits and may enrol and be assessed in the dissertation after attempting core modules to the value of 75 credits including Research Methods.
8. Progression will depend upon satisfactory performance in assessment of modules as follows:
  - a) within the time-limits set out in paragraph 2 above, the minimum rate of progress without requiring formal approval of the Postgraduate Faculty Learning and Teaching Committee shall be: modules to a total value of 45 credits attempted by the end of one full year of registration; modules to a total value of 90 credits by the end of two full years of registration; modules to a total value of 135 credits by the end of three full years of registration. Within these limits, a candidate may split or defer assessment, subject to approval by the Programme Director.
  - b) approved candidates may initially register for a Distance Learning programme at any time in the year. Thereafter students will be required to register at the start of each academic year. Enrolment (the payment of fees and the undertaking to start study directed towards an examination occasion) must be completed not less than six months before the relevant date of examination;
  - c) candidates are required, as a condition of enrolment and maintaining registration with the University, to pay all tuition fees as may be required;
  - d) enrolment is by module, normally to a minimum value of 45 credits at any one time.
9. Candidates must have completed and submitted all formative assignments required in the programme of study for a given module before completing summative assessment for that module.
10. Examinations shall be held in Durham and other such centres approved by the University normally twice a year. Candidates must have completed enrolment for a module not less than five months prior to sitting an examination and/or submitting an assignment.
11. Candidates will automatically be registered for assessment at the next ordinary occasion at the point of enrolment on a module, subject to the provisions of 10 above.
12. Candidates will normally be permitted to take up to three modules via Durham-based Full-Time MA delivery and be assessed in accordance with the assessment specified in the relevant module outline(s).
13. Candidates will be permitted one deferral opportunity per module without penalty. For modules

involving examinations, deferral less than 6 weeks before the date of the examination, without justification acceptable to the Board of Examiners, shall result in a late deferral fee being charged.

14. Candidates must normally attempt all required components of assessment for a module on one occasion (except in the case of resits). A candidate may defer submission of an assignment to the next occasion or split examinations between occasions provided notice to that effect is received, normally six weeks in the case of written examinations and/or two weeks in the case of assignments, and provided that the permitted duration of the programme is not exceeded.
15. The Board of Examiners *may* permit a candidate who has failed up to two taught modules to register, or continue to be registered for, assessment in subsequent modules of the programme. Candidates will be required to be re-examined in the module(s), normally on the next ordinary occasion of the examination.
16. Candidates who fail modules to the value of 45 or more credits must be re-examined in those modules, normally at the next occasion, before assessment in further modules is permitted. In such cases, candidates already registered for assessment in other modules may defer assessment to the next ordinary occasion without penalty.
17. Candidates who fail to satisfy the requirements for the award of MA (i.e. who are awarded a fail in a module retake) will normally be permitted to progress and complete assessment in those modules for which they are already enrolled when the failed retake is confirmed. Candidates who have achieved, or who go on to achieve, the necessary credits shall be awarded a Postgraduate Certificate or Postgraduate Diploma as an exit qualification.