

These programme regulations should be read in conjunction with the University's [core regulations for undergraduate programmes](#), and the [marking and classification conventions for undergraduate programmes](#).

## **BA Business and Management (N201)**

1. This programme is available at Queen's Campus Stockton, in a full-time mode of study.

### **Level 1 (Certificate)**

2. Candidates shall study and be assessed in the following modules:

		<b>Credit value</b>
Analysis, Research and Business Skills 1 #	<a href="#">BUSS1121</a>	20
The Changing World of Business	<a href="#">BUSS1131</a>	20
People, management and Organisations	<a href="#">BUSS1141</a>	20
Marketing Principles #	<a href="#">BUSS1151</a>	20
Business, Accounting and Finance	<a href="#">ECOS1141</a>	20
Introduction to Business Decision Making	<a href="#">BUSS1161</a>	20

### **Level 2 (Diploma)**

3. Candidates shall study and be assessed in the following modules:

		<b>Credit value</b>
Analysis, Research and Business Skills II #	<a href="#">BUSS2101</a>	20
Managing in a Global Environment #	<a href="#">BUSS2111</a>	20
Information Systems	<a href="#">BUSS2011</a>	20
Operations Management	<a href="#">BUSS2031</a>	20

4. Candidates shall also study and be assessed in modules to the value of 40 credits from List A:

<b>List A:</b>		<b>Credit value</b>
Principles of Business Law	<a href="#">BUSS2051</a>	20
Introduction to Entrepreneurship	<a href="#">BUSS1111</a>	20
Marketing Strategy	<a href="#">BUSS2121</a>	20
Market Research	<a href="#">BUSS2131</a>	20
Stakeholder Brand Management	<a href="#">BUSS2141</a>	20
One 20 credit language module subject to the approval of the Director of Undergraduate Studies		20

### **Level 3 (Degree)**

5. Candidates shall study and be assessed in the following modules:

		<b>Credit value</b>
Contemporary Issues in Management	<a href="#">BUSS3201</a>	20
Dissertation	<a href="#">ECOS3032</a>	40

6. Candidates shall also study and be assessed in modules to the value of 60 credits from List B:

<b>List B:</b>		<b>Credit value</b>
Elements of Business Transformation	<a href="#">BUSS3081</a>	20
Corporate Governance	<a href="#">BUSS3101</a>	20
Work and Organisation *	<a href="#">BUSS3171</a>	20
Public Administration and Management *	<a href="#">BUSS3091</a>	20
Marketing Psychology	<a href="#">BUSS3211</a>	20
Integrated Marketing Communications	<a href="#">BUSS3221</a>	20
Social Marketing	<a href="#">BUSS3231</a>	20

### **Assessment, progression and award**

7. Modules marked with a # must be at 40% or above in order to progress to the ordinary degree at the next Level;

8. A student who is registered for the BA Business and Management programme and who wishes to transfer to the Masters in Business and Management programme and is suitably qualified to do so, in accordance with the Core Regulations, shall be permitted to transfer subject to the approval of the Director of Undergraduate Studies;
9. A student who is registered for the Masters in Business and Management programme and who wishes to transfer to the BA Business and Management shall be permitted to transfer subject to the approval of the Director of Undergraduate Studies.
10. Modules marked with a \* are not available in 2011-2012.

**Professional accreditation**

11. Durham Business School is accredited by the European Quality Improvement System (EQUIS) until Dec 2013.