

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 with Placement (N202)

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:

		Credit value
Analysis, Research and Business Skills 1 #	BUSS1121	20
The Changing World of Business	BUSS1131	20
People, Management and Organisations	BUSS1141	20
Marketing Principles #	BUSS1151	20
Business, Accounting and Finance	ECOS1141	20
Introduction to Business Decision Making	BUSS1161	20

Level 2 (Diploma)

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

		Credit value
Analysis, Research and Business Skills II #	BUSS2101	20
Managing in a Global Environment #	BUSS2111	20
Information Systems	BUSS2011	20
Operations Management	BUSS2031	20

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

List A:		Credit value
Principles of Business Law	BUSS2051	20
Introduction to Entrepreneurship	BUSS1111	20
Marketing Strategy	BUSS2121	20
Market Research	BUSS2131	20
Stakeholder Brand Management	BUSS2141	20
One 20 credit language module subject to the approval of the Director of Undergraduate Studies		20

Year 3 (Placement)

Students will undertake an approved work placement of not less than 40 weeks or an approved study placement in an overseas university. Combinations of study and work placements will also be possible.

Student progress will be assessed at threshold level by continuous assessments of the student's performance during the placement and a final report. Assessment does not contribute to the marks used to determine the award of degree but successful completion is required to qualify for the BA Business and Management with Placement Year.

Level 3 (Degree)

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

		Credit value
Contemporary Issues in Management	BUSS3201	20
Dissertation	ECOS3032	40

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

List B:		Credit value
Elements of Business Transformation	BUSS3081	20
Corporate Governance	BUSS3101	20
Work and Organisation *	BUSS3171	20
Public Administration and Management *	BUSS3091	20
Marketing Psychology	BUSS3211	20

Integrated Marketing Communications	BUSS3221	20
Social Marketing	BUSS3231	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. Modules marked with a * are not available in 2011-2012.

Professional accreditation

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