

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)**

## **BA Business and Management with Placement Year (N203)**

## **BA Business and Management with Study Abroad (N207)**

1. This programme is available at Durham City, 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> |
|--|--------------------------|---------------------|
| The Changing World of Business < #     | <a href="#">BUSI1171</a> | 20                  |
| People, Management and Organisations < | <a href="#">BUSI1141</a> | 20                  |
| Marketing Principles <                 | <a href="#">BUSI1131</a> | 20                  |
| Financial Information for Managers >   | <a href="#">ACCT1011</a> | 20                  |
| Strategy in Practice > #               | <a href="#">BUSI1211</a> | 20                  |
| Introduction to Leadership >           | <a href="#">BUSI1231</a> | 20                  |

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

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

|  |                          | <b>Credit value</b> |
|--|--------------------------|---------------------|
| Business Research Methods and Statistics # < | <a href="#">BUSI2311</a> | 20                  |
| Information Systems <                        | <a href="#">BUSI2151</a> | 20                  |
| Human Resource Management >                  | <a href="#">BUSI2161</a> | 20                  |

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

| <b>List A:</b>   |                          | <b>Credit value</b> |
|--|--------------------------|---------------------|
| Operations Management <  | <a href="#">BUSI2181</a> | 20                  |
| Principles of Business Law   | <a href="#">ACCT2041</a> | 20                  |
| Integrated Marketing Communications >  | <a href="#">BUSI2201</a> | 20                  |
| Entrepreneurship >   | <a href="#">BUSI2141</a> | 20                  |
| Consumer Behaviour <   | <a href="#">BUSI2331</a> | 20                  |
| Brand Strategies, Identify, Culture and Society <  | <a href="#">BUSI2171</a> | 20                  |
| Applied Brand Strategy>  | <a href="#">BUSI2321</a> | 20                  |
| Innovation Management >  | <a href="#">BUSI2341</a> | 20                  |
| A credit-bearing language module such as those offered by the University's Centre for Foreign Language Study |                          | 20                  |

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

5. Candidates shall study and be assessed in modules to the value of 40 credits from List B:

| <b>List B:</b>                                       |                          | <b>Credit value</b> |
|--|--------------------------|---------------------|
| Dissertation^  | <a href="#">BUSI3232</a> | 40                  |
| Advanced Topics in Critical Organisational Studies^* | <a href="#">BUSI3332</a> | 40                  |
| Innovation Accelerator^                              | <a href="#">BUSI3342</a> | 40                  |
| Behavioural Science Marketing Project^~~             | <a href="#">BUSI3322</a> | 40                  |

~~ Students entering the programme before October 2019 ONLY

6. Candidates shall also study and be assessed in modules to the value of 80 credits^ from List C:

| <b>List C:</b>             |                          | <b>Credit value</b> |
|----------------------------|--------------------------|---------------------|
| Asia and the Pacific Rim < | <a href="#">BUSI3041</a> | 20                  |

|  |                          |    |
|--|--------------------------|----|
| Corporate Responsibility and Sustainability <  | <a href="#">BUSI3241</a> | 20 |
| Leadership <   | <a href="#">BUSI3161</a> | 20 |
| New Venture Creation <   | <a href="#">BUSI3331</a> | 20 |
| Corporate Entrepreneurship   | <a href="#">BUSI3171</a> | 20 |
| Global Marketing >   | <a href="#">BUSI3191</a> | 20 |
| Service Operations Management >  | <a href="#">BUSI3211</a> | 20 |
| Social Marketing <   | <a href="#">BUSI3201</a> | 20 |
| Work, Organisation and Society >   | <a href="#">BUSI3281</a> | 20 |
| Global Sport Business >  | <a href="#">BUSI3351</a> | 20 |
| How to Read Business > *   | <a href="#">BUSI3361</a> | 20 |
| Retail and Services Marketing <  | <a href="#">BUSI3221</a> | 20 |
| A credit-bearing language module such as those offered by the University's Centre for Foreign Language Study | -                        | 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 < will be delivered in Term 1, while modules marked with a > will be delivered in Term 2;
9. Modules marked with a \* are not available in 2022-2023.
10. In line with the [Core Regulations for Undergraduate Programmes](#), where undergraduate modules are delivered entirely in a single term, students undertaking such modules should be permitted to take no more than 70 credits in total in a single term.
11. ^Students must have a minimum of 60 credits, 40 at level 2, within the Faculty of Business to study these modules.

### Professional accreditation

12. Durham University Business School is accredited by the European Quality Improvement System (EQUIS) for a period of five years from 2022 and by the Association to Advance Collegiate Schools of Business (AACSB) for a period of five years from 2019.

### Year 3 (Placement Year / Study Abroad)

13. Students admitted to the BA Business and Management (N201) are able to apply to transfer to the BA Business and Management (with Placement Year) programme (N203) or the BA Business and Management (with Study Abroad) programme (N207).
14. Candidates wishing to transfer to the BA Business and Management (with Placement Year) (N203) or the BA Business and Management (with Study Abroad) (N207) must:
  - a. have successfully completed Level 1 of the BA Business and Management (N201) and progressed to Level 2 of the honours or Ordinary programme, and;
  - b. during the first term of Level 2 study, apply to the Director of Undergraduate Studies in the Business School to be admitted to the BA Business and Management (with Placement Year) (N203) or the BA Business and Management (with Study Abroad) (N207) and have their application approved by the Director of Education; and
  - c. successfully complete Level 2 of the BA Business and Management (N201) so as to be eligible to progress to Level 3 of the BA Business and Management (N201) Honours programme.

### Placement Year

15. Students will undertake an approved work placement or work placements of not less than 40 weeks in total. They must have successfully completed 240 credits at Levels 1 and 2 to progress to the placement. 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.

16. Students who the Board of Examiners for the Business School deem to have made satisfactory progress on the Placement Year will continue to Level 3 of the BA Business and Management (with Placement Year) (N203). Students who have not made satisfactory progress on the year abroad will not be permitted to continue on BA Business and Management (with Placement Year) (N203), but must instead proceed to Level 3 of the BA Business and Management (N201) programme.

### **Study Abroad**

17. Students will undertake an approved study placement in an overseas university. Student progress will be assessed at module level by the host University. 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 Study Abroad. Students should pass a minimum of 40 ECTS credits, or equivalent, to successfully complete the year, as set out in their Learning Agreement.
18. Students who the Board of Examiners for the Business School deem to have made satisfactory progress on the year abroad will continue to Level 3 of the BA Business and Management (with Study Abroad) (N207). Students who have not made satisfactory progress on the year abroad will not be permitted to continue on BA Business and Management (with Study Abroad) (N207), but must instead proceed to Level 3 of the BA Business and Management (N201) programme.