

**Award Programme Specification
Bradford College HE Scheme**

1. Awarding Institution / Body	Leeds Metropolitan University
2. Teaching Institution	Bradford College
3. Programme Accredited by	Leeds Metropolitan University
4. Final Award	BA (Hons) Marketing and Law
5. Route Title(s)	
6. UCAS Code	MN15
7 QAA Benchmarking Group(s)	Business & Management; Marketing, and Law

General Objectives of the Award

Aims/Objectives

to provide a vocationally relevant programme which will produce Honours graduates who can work effectively and immediately in Marketing and Legal areas of business.

to provide the student with the basic foundation for a career in either Marketing or Law.

to provide a range of academic knowledge and business skills to equip the graduate for a variety of business career opportunities, especially in the Legal and Marketing sectors of the economy.

to develop the student's ability to analyse, evaluate and synthesise knowledge and its application to business and the economy in general.

Award Learning Outcomes

The programme **learning outcomes** describe what you should be able to do on successful completion of the programme. They have been developed with reference to the nationally agreed subject benchmark statement referenced above, published by QAAHE, at www.qaa.ac.uk. The programme outcomes are identified as a range of key skills, discipline skills, knowledge and understanding.

Key skills

on successful completion of the programme you will be able to:

work independently or as part of a team, manage your own time and meet deadlines.

manage your own learning and identify your strengths and needs.

respond to changing contexts through problem solving.

critically evaluate arguments and evidence.

locate, extract and analyse data from multiple sources, including the acknowledgement and referencing of sources.

apply skills in the use of communications and information technology in acquiring, analysing and communicating information (currently these skills include the use of spreadsheets, word processing software, on-line databases).

use communication skills including the ability to present quantitative and qualitative information, together with analysis, argument and commentary, in a form appropriate to the intended audience.

Knowledge and understanding

on successful completion of the programme you will be able to:

exercise essential Marketing and Legal skills enhanced by knowledge of the business environment. These skills include the ability to communicate and absorb information, to collect, select and interpret relevant data and draft corporate and Legal documents:

understand the Marketing framework within which a business operates;
understand the Legal framework within which business and the Marketing sector operate;
solve problems, to exercise balanced judgements and to employ analytical and critical appraisal techniques to Marketing, Legal and business situations;
be capable of becoming effective in the working environment through the possession of a wide range of personal and interpersonal skills

Discipline skills

on successful completion of the programme you will have gained:

knowledge and understanding of the main current technical language and practices of marketing in a specified socio-economic domain;
skills in recording and summarising transactions and other economic events; preparation of statements; analysis of the operations of business (for example, decision analysis, performance measurement and management control); financial analysis and projections.
knowledge and understanding of contemporary theories and empirical evidence concerning marketing in at least one of its contexts and the ability to critically evaluate such theories and evidence.

Award Structure

See attached table. Learners will structure their option choices to ensure that upon completion of level 2 and 3 of the course, they have studied an approximate 50/50 blend of Law and Accountancy based modules. The course tutor and the Law team members will assist and advise students in their option choices to ensure that they achieve this blend whilst pursuing their career focussed choices.

11 Support for Learning

The guiding principle is that the learning environment and methods adopted are appropriate to both the learning needs of students and the aims of the programme. Accordingly a wide range of teaching and learning and assessment methods are used to cater for different student needs and promote both subject knowledge and understanding and the development of discipline and key skills.

Teaching and learning strategies range from lectures, seminars directed study and tutorials to presentations, placements, group work and role-playing.

Assessment methods include assignments, examinations as well as oral presentations and role-playing in some of the skills modules. The Department aims to provide a supportive environment and students are encouraged to form and work in study groups to provide emotional and motivational support and thereby enhance learning opportunities.

The quality of teaching and learning is regularly monitored through unit reviews, course committee and annual course review, as a student, your views will contribute to maintaining standards.

We will provide you with support for your personal and academic development. You will be allocated a personal tutor during induction. Unit tutors also provide help with academic issues. As an equal opportunities institution Bradford College is committed to the principles of the Disability Discrimination Act Part 1V. If you have a disability we recommend that you contact the Department of Learning Support (phone 01274 433446) to discuss your support requirements. Further information is available in prospectuses and on the College website. All documents are

available in alternative formats, e.g. Braille

12 Criteria for admission

We admit between 10 and 15 undergraduate students each year. The programme caters for a range of entry qualifications and applications from mature students are actively encouraged. All applicants are invited to contact the Admissions Office or the Course Tutor for guidance and informal discussion.

Standard applicants:

Applicants should have passes in three GCSE subjects at Grade C or above including Maths and English and two A Levels at grade 'D' or above, or the equivalent, such as AS levels, BTEC, GNVQ Advanced or successful completion of an accredited access course.

Non-standard Applicants:

Applicants will be required to produce evidence of their ability to study at HE level. Short courses and relevant work experience may be taken into account. Mature applicants will be interviewed and will be required to complete a piece of written work as part of their application.

13 Evaluation and improvement of quality and standards

This will be in accordance with the College Quality Policy and will include representation and input from employers who will contribute to curriculum development and review. A mapping exercise has taken place to ensure that University requirements are met. Reports will be made to the Scheme Team who will ensure transmission of such reports to the University through the University Project Manager.

14 Regulations of assessment

The award adopts in full the University Academic Principles and Regulations. Students will be provided with a copy of the University Student Assessment Regulations (a sub-set of the University Academic Regulations) at the point of registration for their award.

15 Indicators of programme quality

Annual review and monitoring will be conducted in line with University regulations using the College processes. The full cycle of review will take place and is identified in the Scheme Calendar. The cycle of review includes module evaluation by students and staff, annual student perception of courses surveys, Employer Surveys, actions recommended by external examiners, Route/Pathway committees, route review and Scheme review, to include critical review of retention, achievement and success rates.