

This Course Information Form provides the definitive record of the designated course

General Course Information

Course Title	Master in Business Administration (Marketing)
Qualification	MBA
FHEQ Level	7
Intermediate Qualification(s)	
Awarding Institution	University of Bedfordshire
Location of Delivery	AA
Mode(s) of Study and Duration	Full-time over 12 months
Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	
UCAS Course Code	
External Benchmarking	<p>QAA UK Quality Code for Higher Education 2014 Part A, October 2014</p> <p>QAA Subject Benchmark Statement, Master's Degrees in Business and Management, June 2015</p> <p>QAA Characteristics Statement for Master's Degrees, September 2015</p>
Entry Month(s)	<p>Block delivery (6 intakes per year)</p> <p>October, November, February, April, June, August</p>

Why study this course

The course combines core MBA disciplines with innovative subject areas supported by the latest research in strategic management and leadership to develop business competence and strengthen confidence and credibility, providing you with the practical and theoretical capabilities to master the complexities of a competitive and changing business environment.

Educational Aims

The MBA (Marketing) is a flagship qualification designed to meet the needs and aspirations of early career individuals through the combination of a general management education with the specialist area of Marketing. It is designed for individuals who want to develop both their management skills and new areas of business interest and those seeking fast track career progression opportunities.

The course adopts a practical and applied business curriculum and aims to develop an advanced knowledge of organisations and their effective management in the dynamic competitive global context. We will enable you to creatively apply this knowledge and understanding to complex issues to systematically and innovatively enhance strategic business and management practice.

This offers a challenging learning opportunity to encourage the integration of theory and practice supported by experienced academics with substantial management experience. You will work with academics and professors of practice on live consultancy projects with leading employers in organisations across private, public and not-for-profit sectors to support your personal and professional development as a creative and innovative leader with the knowledge and skills needed in the global, knowledge-based economy.

You will develop the attributes and skills expected of post-graduates, as recognised by professional and industry bodies such as the Chartered Management Institute and the Confederation of British Industry, including team-working, negotiation skills, leadership, confidence and the ability to apply critical and creative thinking to complex and unclear problems to develop innovative solutions.

This degree aims to enhance your professional prospects by developing your capability to apply the latest thinking relating to organisational development and change in the competitive global context. Successful completion of the MBA (Marketing) highlights your potential to have a real impact on the transformation of the organisation you join.

Course Structure

The Units which make up the course (including the Professional Practice Year as applicable) are:

Unit Code	Level	Credits	Unit Name	Core or option
BSS064-6	7	30	Leading and Managing Organisational Resources	Core
BSS058-6	7	30	Strategy and the Global Competitive Environment	Core
BSS057-6	7	30	Corporate Innovation and Entrepreneurship	Core
MAR046-6	7	30	Digital Marketing and Communications	Core
BSS063-6	7	15	Management Practice	Core
BSS056-6	7	45	Theory into Practice Project	Core

Course-Specific Regulations

There are no dedicated professional standards for related specifically to this qualification.

Entry requirements

In order to cope with the demands of the course you should have:

- A good Honours degree in any discipline from a recognised university or higher education institution

- For international students English competence of IELTS 6.0 or equivalent is required. We also consider candidates with other relevant qualifications and individuals with appropriate work experience.

Entry Requirements: <http://www.beds.ac.uk/howtoapply/admissions/making-your-application>

International students: <http://www.beds.ac.uk/international/international-applications/international-entry-requirements>

Additional Course Costs

For the unit BSS063-6 Management Practice you will engage in a business simulation for which you will need to pay a fee to the commercial provider (currently US\$39.95).

Graduate Impact Statements

The course has been designed to develop graduates who are able to:

- Apply contemporary approaches to strategic management and leadership in complex organisations to systematically and creatively evolve the business, while understanding real life challenges and uncertainties.
- Inspire collaboration and synergistic team work by managing relationships, sharing skills and experience and objective consideration and evaluation of alternative perspectives, in contributing to professional, ethical and innovative practice.
- Synthesise a range of information in the context of new situations using informed judgment to develop innovative approaches to organisational challenges and opportunities.

Course Learning Outcomes

Upon successful completion of this course, students should be able to:

1. Demonstrate a systematic understanding of and critically assess the external context in which modern organisations operate including economic, political, social and environmental change and the regulatory and governance trends impacting on different organisations.
2. Assess and apply relevant knowledge to a range of complex market situations taking account of the development and progression of the customer relationship and customer satisfaction Understand and synthesise the financing of the business enterprise, the sources, uses and management of finance and the use of accounting for managerial and financial reporting applications
3. Demonstrate critical understanding of the range of theory related to the development of people in organisations
4. Demonstrate sensitivity to the complexity of implementing plans and of achieving change in organisations both because of individual and organisational obstacles and critically appraise the methods available to managers to handle this complexity.
5. Effectively manage relevant communication and information technologies for application in business and management in a global knowledge-based economy.
6. Demonstrate independent planning, initiative and enterprise in order to meet the demands of a Master's degree in Business Administration, while taking responsibility for personal learning and continuous professional development.
7. Critically reflect on an understanding of appropriate research techniques sufficient to allow detailed investigation integrating relevant business and management issues and to show expertise in the interpretation of such material. Acquire and analyse data, evaluate relevance and validity, and synthesise a range of information. Deal with a range of complex and pervasive issues in a systematic and creative manner appropriate to a Master's degree in Business Administration, in so doing form sound judgements

in the absence of complete data in the context of new situations and communicate conclusions and recommendations appropriate to both a specialist and non-specialist audience.

Learning Outcome 2 is specifically related to the Marketing specialism as compared to the general MBA.

PSRB details

Learning and Teaching

The MBA adopts a block teaching and guided learning approach using latest approaches including flipped classroom to support the practice-led curriculum for early career leaders and managers, aspiring to develop as global citizens and with an emphasis on internationalisation and employability. Units are delivered in 6-week blocks with a focus on the impact of management education on your career through the application of research to management practice. This energetic and active approach to learning will enhance your confidence and self-esteem and support your development as an autonomous learner and innovative business practitioner.

The teaching team includes staff with a specialist research base and the influential contributions of experts with a depth of practical experience in management and leadership. We treat our MBA students as colleagues in the enterprise of learning and expect you to engage with this approach in a way which reflects your professional aspirations.

You will participate in a Welcome week before the start of your course so that you are fully prepared, and will engage in Next Steps between teaching blocks to actively support your development and progression towards your aspirations and to support your transition into your first post-MBA work role.

Assessment

The underpinning philosophy of all assessments is to develop both your knowledge and skills to enter employment as a confident manager with a strong base from which to meet your own aspirations. This requires consideration of your own personal capabilities as well as looking outward at the business world. The aim is for you to become an independent and self-directed lifelong learner. Apart from the formal assessments there will be an emphasis on self, peer and group assessment. Tutors will provide feedback on formative assessments to support your development of good academic practice.

All assessments are rooted in authentic and practical workplace scenarios to enable the integration of theory and practice in dynamic 'real world' work contexts. Exams are kept to a minimum. To facilitate learning for all students a range of assessment methods are used throughout the course, including:

- Business Reports to demonstrate contextual insight and professional practice;
- Project Plans to demonstrate project planning skills;
- Seminar Papers to develop critical analysis skills;
- In-class tests of your knowledge of core concepts in context;
- Project Report integrates learning throughout the course independently applied in practice;
- Business simulation where you demonstrate the impact of your strategic decision making.

The focus is on the impact of management education to management practice and later assessments require greater complexity and integration through independent study to support your successful transition into work. This is exemplified by two units at the dissertation stage: Management Practice and the Theory into Practice Project. These help you to consider your personal and professional development and the complexity of applying management education in practice once in employment.

Assessment Map

Students can join the course at the start of Blocks 1-4. Week numbers refer to 6 week blocks not calendar weeks.

Unit Code	C/O	Block 1			Block 2			Block 3				Block 4				Blocks 5 and 6								
		Week	3	5F	6	2	3	5	6	2	3	5	6	2	3	5	6	2	3	5	6	8	12	+2
BSS064-6	C	WR-I		WR-B	F																			
MAR046-6	C					WR-I	F	EX-OT	F															
BSS058-6	C									WR-I	F	CW-CS	F											
BSS057-6	C												CW-OT	F	WR-B	F								
BSS063-6	C																WR-I	F						
BSS056-6	C																		PR-Oral	F	PJ-Proj	F		

Developing your employability

You will develop a broad range of knowledge and skills of business and management with potential for you to join an employer in a variety of positions. Understanding how theory applies in real organisations is key to your employability so this is the focus of every unit. Practical experience is embedded throughout the course starting from the Welcome week, in all blocks, through Next Steps and in the final units designed to integrate theory and practice in contemporary organisations.

You will use case studies and other materials from current organisations introduced by staff research activities, and from tutor engagement with consultancy work and from Business School contacts. Tutors will also expect you to keep up with developments in business and key industry sectors through newspapers, magazines and business news websites.

Central to our vision to take business education, research and practice in exciting new directions are practice events. These are designed to integrate your learning and allow you to develop the skills and knowledge required to successfully progress your career. You will explore your own potential as a manager and strengthen your skills and capabilities.

At the end of the course you will experience two units specifically designed to support your transition to the work place. In the Management Practice unit you will experience either a live consultancy project or a challenging business simulation. The Theory into Practice Project supports the integration of management education and management practice in the context of contemporary organisations. These are specifically designed to help you make a successful transition into work and allow you to integrate areas of the MBA with a focus on an issue of interest to your future career. These help you to consider your own development and consider the complexity of putting what you have learnt into practice to advance your career once you join an organisation.

After Graduation

Career:

You will be in a good position to demonstrate your potential to employers. Recruiters value the skills to work in a team, the ability to continue to learn, analytical abilities and a broad understanding of management informed by contemporary research. Whatever you decide to do, the successful completion of your MBA should have laid a strong foundation for you to become a positive change agent in any organisation and an obvious champion for the added value of a dynamic and innovative organisational culture. You will also have had extensive and continuous opportunity for reflective and critical evaluation of your capability as a team worker and leader.

As part of a large and multi-cultural learning community, you should gain a valuable network of friends and contacts for the future. Our MBA Alumni organisation will help you keep in touch with your MBA contacts.

Further study:

It is anticipated that you will enter employment after this course and the applied nature of the programme reflects that expectation. Later study options might include more specialist study as you develop your own functional focus or a DBA.

The tutors will always be there as a source of advice and help should you want to progress your development further.

Additional Information

Peer-assisted learning (PAL) is inbuilt into the block delivery patterns

Initial Assessment

Students complete an early formative assessment at the start of the course (Welcome week) and are provided with feedback in good time for preparation for the main assignments. The first assessment in all units is in Week 3 of the 6-week blocks.

Improving students' learning

In the Welcome week students are provided with the International Orientation and input on good academic practice in the Academic Induction by the Course Coordinator and the teaching team. Welcome also includes various activities including team building and communication skills, Study Hub and Learning Resources. Practice events are central to learning on the MBA and are highly beneficial in developing students' understanding of team work, presentations and focussing on the task. The Welcome and Next Steps weeks also serve the purpose of socialising for students leading to greater cohesion.

Good academic practice is emphasised in all units on the full-time MBA and this starts during Welcome week where you will be expected to complete preparatory work so that you are ready to engage effectively in learning.

Academic Integrity

Training and emphasis on good academic practice (see above) is supported by the Academic Integrity Resource which all students must complete prior to the submission of the first assignment.

Internationalisation

The course comprises mainly international students and therefore cohorts are multicultural. Teaching and learning activities are highly interactive encouraging debate among students and with the tutors. Students are actively encouraged to discuss and use examples from their home countries relevant to the weekly topics for discussion. This is actively practiced by all tutors on the course and leads to lively and interesting debates. The taught materials on each unit adopt a multicultural and global perspective as far as is possible within the discipline and, in the practice-based approach tutors draw on international cases and/or give students the choice of organisation which can include organisations from their home country which adds to the value of their learning.

Sustainability

The MBA Toolkit provides students with a range of tools for application in context and the skills to know when and how these might be used in the dynamic global environment. Students are encouraged to develop lifelong learning skills and a systematic understanding of strategic and operational management. Reflection is encouraged in support of continuing personal and professional development to evaluate, implement and achieve transformation in the organisations in which they work. Networking is also encouraged among the various cohorts in the UK and Europe as well as in our overseas partners.

Student Support during the course

The course team will be your first point of contact while you are studying and you will also be allocated to a student self-study support group, which will also act as both a learning and motivational help to you. You can meet up face-to-face apart from the times you are at the University or can contact via email. Students are supported through a comprehensive Welcome process in the week prior to the start of your first teaching block. During this week you will be supported in good academic practice, the use of formative assessment, personal and professional development and allocation of a Personal Academic Tutor. Students are supported in a number of ways.

- The Student Information Desk (SID) <http://www.beds.ac.uk/studentlife/student-support/sid/services> provides a range of support services and an interface to the University Student Engagement and Mitigation Team for extenuating circumstances <http://www.beds.ac.uk/studentlife/student-support/academic/extenuating>
- A Student Advisory Service is provided within the Business School to assist with general academic advice.
- Subject Librarians can assist with advanced information retrieval for assignments and the dissertation in particular <http://lrweb.beds.ac.uk/help/ALLs/Subjects>
- Study Hub provides advice and guidance on developing academic skills <http://lrweb.beds.ac.uk/studyhub>

Support provided during Welcome week is further reinforced through the Next Steps process prior to the start of all subsequent teaching blocks.

At the start of the final block you will receive guidance on career development and employability to support your transition into the work environment.

Course Equality Impact Assessment

Question	Y/N	Anticipatory adjustments/actions
The promotion of the course is open and inclusive in terms of language, images and location?	Y	
Are there any aspects of the curriculum that might present difficulties for disabled students? For example, skills and practical tests, use of equipment, use of e-learning, placements, field trips etc.	N	If so indicate the anticipatory adjustments and arrangements here
Are there any elements of the content of the course that might have an adverse impact on any of the other groups with protected characteristics ¹ ?	N	If so then indicate the anticipatory adjustments and arrangements here
If the admission process involves interviews, performances or portfolios indicate how you demonstrate fairness and avoid practices that could lead to unlawful discrimination?	NA	
Confirm that you have considered that the course learning outcomes and Graduate Impact Statements are framed in a non-discriminatory way.	Y	
Confirm that the course handbook makes appropriate reference to the support of disabled students.	Y	

¹ Age, Gender reassignment, Marriage and civil partnership, Pregnancy and maternity, Race, Religion and belief, Sex, Sexual orientation

Administrative Information – Faculty completion

Faculty	University of Bedfordshire Business School
Portfolio	MBA
Department/School	Strategy and Management
Course Coordinator	Dr Pauline Loewenberger
Trimester pattern of operation	Block delivery (6 intakes per year)
PSRB renewal date (where recognised)	
Version number	2/17
Approved by (c.f. Quality Handbook ch.2)	Periodic Review
Date of approval (dd/mm/yyyy)	30/11/2017
Implementation start-date of this version (plus any identified end-date)	2018/19
Study model type (e.g. study centre)	On campus

	Name	Date
Form completed by	Dr Pauline Loewenberger	5 th April 2018
Signature of Chair of Faculty TQSC		

Course Updates

Date (dd/mm/yyyy)	Nature of Update	FTQSC Minute Ref:

Administrative Information – Academic Registry completion	
Route code (post approval)	MBAMAAAF
JACS / HECoS code (KIS)	
SLC code (post approval)	
Qualification aim (based on HESA coding framework)	

Annexes to the Course Information Form

*These annexes will be used as part of the approval and review process and **peer academics** are the target audience.*

General course information

Course Title	Master in Business Administration (Marketing)
Qualification	MBA (Marketing)
Route Code (SITS)	MBAMAAAF
Faculty	University of Bedfordshire Business School
Department/School/Division	Strategy and Management
Version Number	2/17

Annex A: Course mapping of unit learning outcomes to course learning outcomes

Unit code	BSS064-6	BSS058-6	MAR046-6	BSS057-6	BSS063-6	BSS056-6
Level	7	7	7	7	7	7
Credits	30	30	30	30	15	45
Core or option	C	C	O1	O2	M level Core	M level Core
Course Learning Outcome (number)						
1	LO1 LO2	LO1 LO2	LO1 LO2	LO1 LO2	LO1 LO2	LO1 LO2
2	LO2	LO1 LO2	LO1 LO2	LO1 LO2	LO1 LO2	LO1 LO2
3	LO2	LO1			LO1 LO2	LO1 LO2
4	LO1 LO2			LO1 LO2	LO1 LO2	LO1 LO2
5	LO2	LO1 LO2	LO1 LO2	LO2	LO1 LO2	LO1 LO2
6	LO2	LO1 LO2	LO1 LO2		LO1 LO2	LO1 LO2
7	LO1 LO2	LO1 LO2	LO1 LO2	LO1 LO2	LO1 LO2	LO1 LO2
8	LO2	LO1 LO2	LO1 LO2	LO2	LO1 LO2	LO1 LO2

Annex B: Named exit or target intermediate qualifications

This annex should be used when Schools wish to offer intermediate qualifications which sit under the main course qualification as named exit or target awards, rather than unnamed exit/default awards.

Section 1: General course information

Intermediate Qualification(s) and titles	<p>Specify the intermediate qualifications which are named exit or target qualifications (award types) AND what the qualification titles will be, as stated in the course information section of the associated CIF</p> <p><i>It is not necessary for the intermediate qualifications to have the same titles as the overall award, but the title must reflect the units taken to achieve it.</i></p>
Mode(s) of Study and Duration	<p>Indicate whether each intermediate qualification will be offered full time, part time or both, and the standard amount of time a student will take to complete each target qualification.</p>
Type of Intermediate Qualification(s)	<p>State whether the intermediate qualifications are named exit and/or target awards.</p> <p><i>Students register for target awards at the commencement of their study. Named exit awards provide an opportunity to gain a named qualification when a student fails to complete the main qualification for which they were registered or because they do not achieve the requirements of their original main qualification.</i></p>
Route Code(s) (SITS) of Intermediate Qualification(s)	

Section 2: Qualification unit diet

One table to be used for each intermediate qualification

Confirmation of unit diet for:	<i>Insert intermediate qualification and title</i>	
The units to achieve the credits required may be taken from any on the overall diet for the main course qualification		<input type="checkbox"/>
A combination of units from a restricted list must be taken to achieve the credits required (specify the list below)		<input type="checkbox"/>
A specific set of units must be taken to achieve the credits required (specify units below)		<input type="checkbox"/>

List of units (if applicable):-

List of units (if applicable):-

Section 3: Course structure and learning outcomes

One table to be used for each intermediate qualification

Intermediate qualification and title														
The Units which make up this course are:					Contributing towards the learning outcomes <i>Insert LO1 and/or LO2 for each unit into cell corresponding to the course learning outcome</i>									
Unit Code	Level	Credits	Unit Name	Core or option	1	2	3	4	5	6	7	8	9	10

Annex C: Course mapping to FHEQ level descriptor, subject benchmark(s) and professional body or other external reference points

Course (or intermediate) qualification and title	Master of Business Administration
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FHEQ Descriptor for a higher education qualification	Masters Level	Course Learning Outcome(s)							
		1	2	3	4	5	6	7	8
Student can demonstrate a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of their academic discipline, field of study or area of professional practice		√	√	√	√	√	√	√	√
Student can demonstrate a comprehensive understanding of techniques applicable to their own research or advanced scholarship		√	√	√	√	√	√	√	√
Student can demonstrate originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline		√	√	√	√	√	√	√	√
Student can demonstrate conceptual understanding that enables the student to: <ul style="list-style-type: none"> - evaluate critically current research and advanced scholarship in the discipline; - evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses. 		√	√	√	√	√	√	√	√
Student is able to deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences		√	√	√	√	√	√	√	√
Student is able to demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level		√	√	√	√	√	√	√	√
Student is able to continue to advance their knowledge and understanding, and to develop new skills to a high level.		√	√	√	√	√	√	√	√
Student has the qualities and transferable skills necessary for employment requiring: <ul style="list-style-type: none"> - the exercise of initiative and personal responsibility - decision-making in complex and unpredictable situations - the independent learning ability required for continuing professional development. 		√	√	√	√	√	√	√	√
Student can demonstrate a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of their academic discipline, field of study or area of professional practice		√	√	√	√	√	√	√	√

Subject Benchmark Statement(s)	QAA Subject Benchmark Statements for Master's Degrees in Business and Management June 2015	Evidence and/or Course Learning Outcome(s) <i>How the course takes account of relevant subject benchmark statements</i>
Master's degrees in the business and management field are awarded to students who have demonstrated during their programme:		Course Learning Outcomes
a systematic understanding of relevant knowledge about organisations, their external context and how they are managed		1,2,3,4,5,7,8
application of relevant knowledge to a range of complex situations taking account of its relationship and interaction with other areas of the business or organisation		1,2,3,4,5,6,7,8
a critical awareness of current issues in business and management which is informed by leading edge research and practice in the field		1,2,3,4,5,6,7,8
an understanding of appropriate techniques sufficient to allow detailed investigation into relevant business and management issues		1,2,3,4,5,6, 7, 8
creativity in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to develop and interpret knowledge in business and management		1,2,3,4,5,6,7,8
ability to acquire and analyse data and information, to evaluate their relevance and validity, and to synthesise a range of information in the context of new situations		1,2,3,4,5,6,7,8
conceptual understanding that enables the student to: - evaluate the rigour and validity of published research and assess its relevance to new situations - use existing research and scholarship to identify new or revised approaches to practice		1,2,3,4,5,6,7,8
ability to conduct research into business and management issues that requires familiarity with a range of business data, research sources and appropriate methodologies, and for such to inform the overall learning process		1,2,3,4,5,6,7,8
ability to communicate effectively using a range of media (for example, orally, in writing, and through digital media)		1,2,3,4,5,6,7,8
ability to operate effectively in a variety of team roles and take leadership roles, where appropriate		1,2,3,4,5,6,7,8
ability to take an international perspective including understanding the impact of globalisation on businesses, societies and the environment and the ethical implications.		1,2,3,4,5,6,7,8

Qualification Characteristics	<i>QAA Characteristics Statement for Master's Degrees September 2015</i>	Evidence <i>How the course takes account of relevant qualification characteristics documents</i>
In-depth and advanced knowledge and understanding of their subject and/or profession, informed by current practice, scholarship and research.		Course Learning Outcomes 1, 2, 3, 7, 8
Critical awareness of current issues and developments in the subject and/or profession; critical skills; knowledge of professional responsibility, integrity and ethics; and the ability to reflect on their own progress as a learner.		1, 2, 3, 4, 5,7, 8
Ability to study independently in the subject, and to use a range of techniques and research methods applicable to advanced scholarship in the subject		1, 3, 4, 7. 8
Graduates of professional or practice masters are able to apply research and critical perspectives to professional situations, both practical and theoretical.		1, 2, 3, 4, 5, 6, 7, 8
Use a range of techniques and research methods applicable to their professional activities.		1,2,3,4,5,6,7,8
Equipped to enter a variety of types of employment (either subject-specific or generalist) or to continue academic study at a higher level, for example a doctorate (provided that they meet the necessary entry requirements).		Develops a broad range of knowledge and skills of business and management such that graduates have the potential to join and employer in a variety of positions.
Learning tends to be structured, and programme structure may be developed in collaboration with the relevant PSRB or employer, and may include practical elements, such as fieldwork, placements or other opportunities for work-based learning, as well as a project undertaken through independent study.		Course is practice-led throughout comprising practice events, live projects, contemporary cases, simulation and an independent project applying theory to practice.

Professional body or other external reference points	<i>(insert title and year)</i>	Evidence <i>How the course takes account of Professional body or other external reference points</i>

Annex D: Diet Template

Course Title:	MBA (Marketing)		
Route Code:	MBAMAAAF	Mode: e.g. Full Time	Full-time
Length of course:	12 months		

Please note a separate diet sheet is needed for each location of delivery (i.e. Luton, Bedford, partner location), each start date (i.e. October, February), each course length (i.e. 12 month, 15 month) & each attendance mode (i.e. Full Time).

Location of delivery (please tick):

Luton AA	√	
Bedford AB		
Milton Keynes AD		
Other (please state)		

Delivery pattern - please highlight all applicable start months, if other please state):

<u>PG Block delivery</u> <u>(intake months ONLY)</u>	BLK1 OCT	BLK2 NOV	BLK3 FEB	BLK4 APR	BLK5 JUN	BLK6 AUG
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A list of valid available period codes can be found on the intranet at <https://in.beds.ac.uk/registry/student-records/srs-training-and-development/sits>. Please refer to this when completing the diet sheet below. If your diets differ year to year e.g. SET A, SET B, please indicate clearly the academic year and set applicable.

If your diet includes units which have not yet been assigned codes, please ensure this is clear by using NEW in the unit code column, followed by the correct prefix to be used e.g. ASS. Student Records will then assign a new unit code. **Please note that a change in the credit value of an existing unit will require a new unit code to be created.**

DIETS A: Units for Academic Year 2018/19 October intake and alternate years thereafter

Code	Unit Name	Unit Location*	Core/Option	Period of Study	Credits
BSS064-6	Leading and Managing Organisational Resources	AA	C	Block 1	30
MAR046-6	Digital Marketing and Communications	AA	C	Block 2	30
BSS058-6	Strategy and the Global Competitive Environment	AA	C	Block 3	30
BSS057-6	Corporate Innovation and Entrepreneurship	AA	C	Block 4	30
BSS063-6	Management Practice	AA	C	SEM3	15
BSS056-6	Theory into Practice Project	AA	C	SEM3	45

DIETS A: Units for Academic Year 2018/19 November intake and alternate years thereafter

Code	Unit Name	Unit Location*	Core/Option	Period of Study	Credits
MAR046-6	Digital Marketing and Communications	AA	C	Block 2	30
BSS058-6	Strategy and the Global Competitive Environment	AA	C	Block 3	30
BSS057-6	Corporate Innovation and Entrepreneurship	AA	C	Block 4	30
BSS064-6	Leading and Managing Organisational Resources	AA	C	Block 5	30
				Year 2	
BSS063-6	Management Practice	AA	C	DISSA	15
BSS056-6	Theory into Practice Project	AA	C	DISSA	45

DIETS A: Units for Academic Year 2018/19 February intake and alternate years thereafter

Code	Unit Name	Unit Location*	Core/Option	Period of Study	Credits
BSS058-6	Strategy and the Global Competitive Environment	AA	C	Block 3	30
BSS057-6	Corporate Innovation and Entrepreneurship	AA	C	Block 4	30
BSS064-6	Leading and Managing Organisational Resources	AA	C	Block 5	30
				Year 2	
MAR046-6	Digital Marketing and Communications	AA	C	Block 6	30
BSS063-6	Management Practice	AA	C	SEM1	15
BSS056-6	Theory into Practice Project	AA	C	SEM1	45

DIETS A: Units for Academic Year 2018/19 April intake and alternate years thereafter

Code	Unit Name	Unit Location*	Core/Option	Period of Study	Credits
BSS057-6	Corporate Innovation and Entrepreneurship	AA	C	Block 4	30
BSS064-6	Leading and Managing Organisational Resources	AA	C	Block 5	30
				Year 2	
MAR046-6	Digital Marketing and Communications	AA	C	Block 6	30
BSS058-6	Strategy and the Global Competitive Environment	AA	C	Block 1	30
BSS063-6	Management Practice	AA	C	DISSB	15
BSS056-6	Theory into Practice Project	AA	C	DISSB	45

DIETS A: Units for Academic Year 2018/19 June intake and alternate years thereafter

Code	Unit Name	Unit Location*	Core/Option	Period of Study	Credits
BSS064-6	Leading and Managing Organisational Resources	AA	C	Block 5	30
				Year 2	
MAR046-6	Digital Marketing and Communications	AA	C	Block 6	30
BSS058-6	Strategy and the Global Competitive Environment	AA	C	Block 1	30
BSS057-6	Corporate Innovation and Entrepreneurship	AA	C	Block 2	30
BSS063-6	Management Practice	AA	C	SEM2	15
BSS056-6	Theory into Practice Project	AA	C	SEM2	45

DIETS A: Units for Academic Year 2018/19 August intake and alternate years thereafter

Code	Unit Name	Unit Location*	Core/Option	Period of Study	Credits
MAR046-6	Digital Marketing and Communications	AA	C	Block 6	30
BSS058-6	Strategy and the Global Competitive Environment	AA	C	Block 1	30
BSS057-6	Corporate Innovation and Entrepreneurship	AA	C	Block 2	30
BSS064-6	Leading and Managing Organisational Resources	AA	C	Block 3	30
BSS063-6	Management Practice	AA	C	DISSC	15
BSS056-6	Theory into Practice Project	AA	C	DISSC	45

DIETS B: Units for Academic Year 2019/20 October intake and alternate years thereafter

Code	Unit Name	Unit Location*	Core/ Option	Period of Study	Credits
BSS058-6	Strategy and the Global Competitive Environment	AA	C	Block 1	30
BSS057-6	Corporate Innovation and Entrepreneurship	AA	C	Block 2	30
BSS064-6	Leading and Managing Organisational Resources	AA	C	Block 3	30
MAR046-6	Digital Marketing and Communications	AA	C	Block 4	30
BSS063-6	Management Practice	AA	C	SEM3	15
BSS056-6	Theory into Practice Project	AA	C	SEM3	45

DIETS B: Units for Academic Year 2019/20 November intake and alternate years thereafter

Code	Unit Name	Unit Location*	Core/ Option	Period of Study	Credits
BSS057-6	Corporate Innovation and Entrepreneurship	AA	C	Block 2	30
BSS064-6	Leading and Managing Organisational Resources	AA	C	Block 3	30
MAR046-6	Digital Marketing and Communications	AA	C	Block 4	30
BSS058-6	Strategy and the Global Competitive Environment	AA	C	Block 5	30
				Year 2	
BSS063-6	Management Practice	AA	C	DISSA	15
BSS056-6	Theory into Practice Project	AA	C	DISSA	45

DIETS B: Units for Academic Year 2019/20 February intake and alternate years thereafter

Code	Unit Name	Unit Location*	Core/ Option	Period of Study	Credits
BSS064-6	Leading and Managing Organisational Resources	AA	C	Block 3	30
MAR046-6	Digital Marketing and Communications	AA	C	Block 4	30
BSS058-6	Strategy and the Global Competitive Environment	AA	C	Block 5	30
				Year 2	
BSS057-6	Corporate Innovation and Entrepreneurship	AA	C	Block 6	30
BSS063-6	Management Practice	AA	C	SEM1	15
BSS056-6	Theory into Practice Project	AA	C	SEM1	45

DIETS B: Units for Academic Year 2019/20 April intake and alternate years thereafter

Code	Unit Name	Unit Location*	Core/ Option	Period of Study	Credits
MAR046-6	Digital Marketing and Communications	AA	C	Block 4	30
BSS058-6	Strategy and the Global Competitive Environment	AA	C	Block 5	30
				Year 2	
BSS057-6	Corporate Innovation and Entrepreneurship	AA	C	Block 6	30
BSS064-6	Leading and Managing Organisational Resources	AA	C	Block 1	30
BSS063-6	Management Practice	AA	C	DISSB	15
BSS056-6	Theory into Practice Project	AA	C	DISSB	45

DIETS B: Units for Academic Year 2019/20 June intake and alternate years thereafter

Code	Unit Name	Unit Location*	Core/ Option	Period of Study	Credits
BSS058-6	Strategy and the Global Competitive Environment	AA	C	Block 5	30
				Year 2	
BSS057-6	Corporate Innovation and Entrepreneurship	AA	C	Block 6	30
BSS064-6	Leading and Managing Organisational Resources	AA	C	Block 1	30
MAR046-6	Digital Marketing and Communications	AA	C	Block 2	30
BSS063-6	Management Practice	AA	C	SEM2	15
BSS056-6	Theory into Practice Project	AA	C	SEM2	45

DIETS B: Units for Academic Year 2019/20 August intake and alternate years thereafter

Code	Unit Name	Unit Location*	Core/ Option	Period of Study	Credits
BSS057-6	Corporate Innovation and Entrepreneurship	AA	C	Block 6	30
BSS064-6	Leading and Managing Organisational Resources	AA	C	Block 1	30
MAR046-6	Digital Marketing and Communications	AA	C	Block 2	30
BSS058-6	Strategy and the Global Competitive Environment	AA	C	Block 3	30
BSS063-6	Management Practice	AA	C	DISSC	15
BSS056-6	Theory into Practice Project	AA	C	DISSC	45

*If your diet includes optional units, please ensure the appropriate rules are noted on the diet.

Please contact Student Records at studentrecords@beds.ac.uk with any queries.