

Course Information Sheet

BSc (Hons) Business and Marketing

Mode and course length – Full-Time (3 years)

Location – ARU London Campus (East India Dock)

Awarding Body – Anglia Ruskin University. As a registered Higher Education provider Anglia Ruskin University is regulated by the Office for Students.



Overview

At ARU London, we realise that the marketing function of an organisation is a dynamic, creative and fast-moving process. This course's syllabus evaluates the key marketing skills of forward-thinking, communication, and originality, whilst building core knowledge in the areas of branding, brand management, market research methods, consumer behaviour and digital marketing.

Our lecturers are experts in their fields and all have industry experience. With the growing importance of the online campaign, you will also consider the role of digital marketing in marketing strategy and the key metrics for measuring effectiveness. With marketing knowledge and skills grounded in key business concepts, this course lays the balanced foundations for a successful career.

On successful completion of this course, you might choose to move onto our postgraduate studies, such as our Master of Business Administration (MBA) – International Marketing.

Course Delivery

Our courses are delivered through teaching and learning methods that provide students with the broadest possible exposure to a modern and innovative higher education experience. These methods may vary and could include attendance at lectures and seminars, undertaking laboratory exercises or work-based activities, practical work, performances, presentations, field trips, other relevant visits, and e-learning through the VLE, our online learning management system.

Each course is divided into a number of 'modules', each focusing on specific areas and employing a distinct approach to its delivery. This information is made available to students for each module they undertake via the Module Definition Form (MDF) and the VLE.

Assessment

Knowledge and understanding are assessed through various methods, including presentations and a range of assignments. These assignments may take different forms, such as a written management report on responding to an organisational issue, a presentation, an essay, a briefing document, or an analysis of a company report. Most modules will include at least two assessments, offering the opportunity to evaluate both knowledge and understanding as well as a range of skills effectively.

Formative assessment will also be provided throughout the course. This feedback will help improve students' knowledge and development and allow for the evaluation of their academic needs.

Fees

Information about your course fee, including any annual fee increases or deposits (if required), can be found in your offer letter.

Additional Costs

During your course, you may be required to take extra or repeated modules to recover any modules you have failed. If you started your course on or after September 2019 and this extends your course end date beyond the original date stated in your offer letter, you will be charged an additional tuition fee to cover the costs of the extra or repeat modules. This additional fee will be based on the credits for the module(s) you repeat or take.

Modules

Core Modules

Year 1: MOD003325 Academic and Professional Skills

The skills that employers look for in potential employees are precisely those needed to gain academic benefit from a course. By developing these skills, students simultaneously improve their success in their university experience and enhance their employability.

Designed to promote the academic development of entering students, this entry-level module applies basic management concepts to the process of learning. It covers note taking, using numbers, information sources, critical thinking skills, working in groups, and the academic tools needed for success in core curriculum courses and for navigating the transition into university-level study.

Year 1: MOD009208 Sustainable Business in the Contemporary Environment

This module explores the evolving business environment, focusing on environmental, social, and governance (ESG) issues. Students will develop creative solutions for contemporary challenges and understand how sustainability and innovation drive long-term value. It reviews the business environment's political, economic, socio-cultural, technological, ethical, and legal influences. Emphasizing sustainability as a strategic advantage, the module introduces principles of effective management and innovative approaches in response to rapid changes and competition. Using case studies, it blends theory with practical application, helping students link academic content to real-world employability skills and development.

Year 1: MOD003327 Economics for Business

Economics is the study of the use of scarce resources to satisfy unlimited human wants. In Microeconomics, we study how these scarce resources are allocated within the market (or price) system. Within this system, we consider the actions and the interactions of three economic agents: 1) the consumers, 2) the firms and 3) the government. In this course, students will be introduced to simple, abstract models of behaviour of the three economics agents. Using these models, we will analyse the outcomes when these agents interact in the marketplace. In addition, we will also examine how economists go beyond individual units and analyse the overall economy. This area of economics is known as Macroeconomics. We will find that what works for individual markets may not necessarily translate to similar outcomes in the overall economy. By familiarizing themselves with both the microeconomic and the macroeconomic concepts taught in this class, students will be able to understand the complex economic issues and problems that our modern society faces.

Year 1: MOD003319 Business Finance

This module introduces students to the fundamentals of business finance and accounting, focusing on financial reporting and management for non-financial managers. Emphasizing practical applications, it covers financial concepts, accounting principles, and financial management through a corporate-oriented approach. Key topics include financial reporting principles, understanding and evaluating financial statements, management accounting, cost analysis, budgeting, decision-making, financing a business, and capital investment decisions. The module incorporates practical examples, case studies, and international market applications. Assessment includes a midterm assignment and a final exam, with multicultural considerations reflected in the module's design and assessments.

Year 2: MOD007961 Sustainability in Career Development

This module addresses the rapid advancements in technology, global movement, information exchange, and climate science shaping the 21st century. It emphasizes the importance of developing a dynamic skill set for future graduates, who will operate as global citizens in an ever-changing world. Students are encouraged to adopt a critical approach to global situations, recognizing that professions are evolving rather than static. The module also highlights the need for sustainability in personal and professional contexts. Through reflective practice, students will enhance their skills and prepare for future career paths while contributing to a sustainable future.

Year 2: MOD003486 Managing Human Resources

The management of Human Resources (HR) is both a major specialist organisational function and a responsibility of line management. It is crucial for any student preparing for the international business world to understand the HR function. This module aims to introduce students to the theoretical basis of Human Resource Management and the range of activities it encompasses. It will also explore the role that HRM plays in the strategic planning and development of both domestic and multinational organisations. Assessment will be conducted through a written piece of coursework and a final practical assessment.

Year 2: MOD009206 Principles and Practice of Marketing

This module covers the principles and practices of Marketing, emphasizing their integration into organizational management and planning for growth and competitive advantage. Students will explore the marketing mix, analysing strategies for both short-term and long-term demands. The module examines how classical and contemporary theories influence marketing decisions across domestic, international, and global levels, addressing issues like equality, multiculturalism, and sustainability. It also highlights the impact of internal and external factors on business decisions. Employability, digital, and professional skills are key focuses, with assessment through coursework and a practical task.

Year 2: MOD007963 Legal Aspects of Business

This module is designed to introduce the student to the English legal system and sources of law. In particular it will study those areas which underpin the day to day business transactions. This will include the law of obligations including contract and tort, employment law. It will then develop a detailed knowledge of company law so that a student will be able to understand the framework for the formation and constitution of companies and the legal requirements for their successful management. An understanding of corporate governance, ethics and

ethical behaviour will be interwoven throughout the module. Multiculturalism has also been considered during the design of this module.

Year 2: MOD003334 Marketing Communications and Branding

This module prepares students to become decision makers in fields like advertising, public relations, and marketing. It focuses on integrating messages and touch points, emphasizing effectiveness, measurable results, and the role of information technology. Students will explore the ethical accountability of communication professionals, the alignment of organizational goals with customer needs, and the creation of messages for diverse audiences and sustainability. The module aims to enhance employability and professional skills, preparing students for the Integrated Marketing Communication movement, which emphasizes a cohesive brand experience for customers.

Year 3: MOD003337 Executing Business Strategy

This module focuses on the process of strategic management in organisations. This involves the evaluation of the organisation's situation, analysis and selection of strategic alternatives, and implementation and evaluation of the strategic plan. The module develops the student's ability to work within a team (comprised of various business majors), as well as oral, written, and analytical skills. The course presents conceptual information through readings, lectures, a business game simulation, team presentations, and other class activities. The analysis of case studies of actual business situations including international, non-profit, manufacturing, and service industries will serve as a means of applying the course concepts and develop the students' ability to integrate business concepts. The module requires the students to utilize information from a variety of business areas covered in the Business Core including: Accounting, Information Systems, Finance, Marketing, and Management.

Year 3: MOD003480 Consumer Behaviour

This module explores consumer behaviour, focusing on why consumers make diverse purchasing decisions. Students will examine how personal preferences and situational factors influence behaviour and learn theories from marketing, psychology, and behavioural sciences to predict consumer responses to marketing strategies. Key goals include understanding frameworks for analysing consumer behaviour, assessing how it impacts marketing strategies, and evaluating advertising through human attitudes and perceptions. The course also deepens knowledge of psychological and sociological theories and provides practical experience in applying these concepts to real-world consumer behaviour challenges.

Year 3: MOD005457 Digital Marketing

This module focuses on digital marketing, a crucial skill for enhancing the employability of ARUL students. It covers essential elements, including the use of digital marketing in customer databases and its connection to strategic marketing. The module also addresses the growing importance of social media and the legal environment affecting digital marketing. By developing transferable skills in these areas, students will be well-prepared for modern marketing roles, where digital marketing is a central component.

Year 3: MOD009210 Undergraduate Major Project (Leadership in Practice)

This final major project module focuses on leadership, personal development, and graduate workplace preparation. Students will study leadership theories, their application in modern business, and examine case studies of both successful and unsuccessful leadership. This approach will help analyse the impact of leadership on organizational culture, change, and ethical dilemmas. Students will conduct self-analysis to identify their strengths and weaknesses as future leaders, creating a self-development plan for career readiness. The module emphasizes practical application, employability skills, and includes debating and problem-solving to enhance learning and prepare students for leadership roles in their chosen sector.

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