

Programme Specification:

BSc (Hons) Business Management and Marketing

<https://www.bradford.ac.uk/courses/ug/business-management-marketing>

<https://www.bradford.ac.uk/courses/ug/business-management-marketing-integrated-foundation-year>

Entry year: 2026/27	
Programme property	Details
Level 6 target award	Bachelor of Science with Honours (BSc Hons) Business Management and Marketing
Level 6 exit award	Ordinary Degree of Bachelor (BSc) Business Management and Marketing
Level 5 exit award	Diploma of Higher Education (DipHE) Business Management and Marketing
Level 4 exit award	Certificate of Higher Education (CertHE) Business Management and Marketing
Level 3 exit award	Foundation Certificate (FdCert)
Target award title	Bachelor of Science with Honours (BSc Hons) Business Management and Marketing
Specified variant(s)	UCAS code NN43 3 years full-time UCAS code NN44 4 year full-time with placement or study abroad UCAS code NN47 4 year full-time with integrated foundation year UCAS code NN48 5 year full-time with integrated foundation year with placement or study abroad
Admissions	September, City Campus UK/Home students and international students (excluding Foundation)
Degree Awarding Body	The University of Bradford
Accrediting Body	Some modules in this programme are recognised to provide exemptions by The Institute of Chartered Accountants in England and Wales (ICAEW) .
External Frameworks/ Reference Points	HE Qualifications of UK Degree Awarding Bodies (FHEQ: QAA 2024) and Regulated Qualifications Framework (RQF: Ofqual 2015) Subject Benchmark Statement - Business and Management (Quality Assurance Agency 2023)
Publication Month and Year	May 2026

Some modules in this programme are recognised to provide exemptions by [the Institute of Chartered Accountants in England and Wales \(ICAEW\)](#). This means that by successfully completing these modules within the programme, students are eligible for credit towards professional examinations.

Information about this programme and its modules has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but changes may occur given the interval between publishing and commencement of teaching. Any change which impacts the terms and conditions of an applicant's offer will be communicated to them.
If there have been any updates since first publication these are listed here:

Programme Aims

The University of Bradford's School of Management is an exciting and innovative place to study. By taking part in the BSc (Hons) Business Management and Marketing programme students will be taking the first steps in supporting their development and towards fulfilling and worthwhile career in the world of international business or finance. Our flagship Bachelors programme aims to equip future leaders and managers with the essential knowledge, skills and professional standards necessary to work effectively within the contemporary global business environment.

The programme is designed in alignment with the University of Bradford's core ethos of sustainability, and so students will develop an understanding of what this means for businesses, leaders and managers. Students will also develop knowledge and skills to support their application of the principles of sustainability in their future working life. Moreover, students will learn about the tools and techniques necessary for managing their self-development as a manager in alignment with their employability aspirations.

The programme aims to provide students with a breadth of learning experiences and so they can also opt to study abroad in one of our many partner institutions, ranging from Canada and the USA to the Netherlands, France, Spain, Sweden, Oman and more. All modules are taught in English and students will be able to transfer module credits from their study abroad learning experience to their degree credits here. Alternatively, students may wish to opt for our four-year study route which allows them to incorporate an exciting placement opportunity or full year of study abroad in their programme of study.

Organisations today operate in highly competitive, digitally connected and globally interdependent environments. Increasingly, employers seek graduates who not only understand how organisations are managed, but who can also create value through strategic marketing, customer insight and brand development.

The BSc (Hons) Business Management and Marketing programme has been developed in response to this demand, integrating core management disciplines with specialist marketing knowledge in equal measure, offering students a distinctive opportunity to understand how organisational strategy, people management, operations and finance align with branding, consumer behaviour, digital marketing and value creation. It is designed for students who wish to develop both broad managerial competence and specialist marketing insight.

Graduates of this programme will develop a strong portfolio of analytical, strategic and professional skills. They will be able to interpret market and organisational data, develop strategic plans, communicate effectively with diverse audiences, lead and collaborate in teams, and apply digital tools in business contexts. Typical graduate roles may include marketing executive, brand manager, business development officer, management trainee, digital marketing analyst, project coordinator, operations manager or consultant. The breadth of the programme also provides a strong foundation for postgraduate study or entrepreneurial ventures.

The programme is delivered by internationally recognised researchers and experienced practitioners from both Management and Marketing disciplines within the School of Management, ensuring that cutting-edge research, contemporary industry insight and real-world business examples are embedded throughout teaching, learning and assessment activities.

This BSc programme offers exemptions from professional examinations in the UK from [the Institute of Chartered Accountants in England and Wales \(ICAEW\)](#) - Next Generation ACA. This means you can save time and money if you choose to pursue certification after completing this course.

Programme Learning Outcomes

Upon successful completion of this programme, graduates will be able to demonstrate achievement of the following learning outcomes:

Subject knowledge and skills

0. Apply knowledge and understanding of key academic and professional skills, through exploration of contemporary issues, research, analysis and problem-solving in the subject discipline.
1. Apply a systematic and critical understanding of key theories, concepts and frameworks in business management and marketing, informed by current research and contemporary practice.
2. Critically appraise contemporary issues affecting organisations, including sustainability, digital transformation, globalisation, ethics and innovation, demonstrating awareness of competing perspectives and constraints.
3. Critically evaluate the internal and external business environment, integrating knowledge across functional areas to assess organisational performance, competitive positioning, and stakeholder value creation in both national and international contexts.
4. Critically select and apply relevant theories, models and tools to develop integrated and strategically coherent management and marketing solutions in complex and uncertain contexts.
5. Exercise informed judgement in generating strategic recommendations, recognising ambiguity, risk and the limitations of available evidence.

Practical and transferable skills

6. Communicate complex management and marketing analyses and recommendations effectively in written, oral and digital forms to specialist and non-specialist audiences.
7. Critically evaluate, interpret and synthesise qualitative and quantitative data using appropriate analytical techniques to support evidence-based management and marketing decision-making
8. Apply advanced problem-solving and critical thinking skills to complex, unpredictable and unfamiliar business scenarios.
9. Deploy appropriate digital technologies and data analysis tools to support strategic planning, performance evaluation and market insight.
10. Plan, manage and execute projects independently, demonstrating initiative, self-direction and effective time management.

Professional behaviours and qualities

11. Demonstrate ethical awareness and social responsibility in management and marketing decision-making, integrating the principles of sustainability and responsible management, and recognising the impact of decisions on stakeholders and wider society.
12. Exhibit professionalism, accountability and integrity in independent and collaborative work.
13. Work effectively and collaboratively within diverse teams, demonstrating leadership
14. Demonstrate commercial awareness and sensitivity to cultural, global and organisational contexts.
15. Exercise initiative, adaptability and resilience when operating in dynamic and uncertain environments.
16. Reflect critically on personal performance and professional development, demonstrating self-awareness and capacity for lifelong learning.

Entry and admission requirements

We are proud to be [one of the most inclusive universities in the UK](#). All our students have potential, and we believe that as many people as possible should have the chance to benefit from higher education, no matter what their background or circumstances.

We take the time to understand the background of our applicants, understand their journey to education, and make decisions based on an applicant's potential to thrive at university and beyond.

A typical offer to someone seeking entry to the programme would be:

A typical offer to someone seeking entry through the UCAS scheme would be **112 tariff points**, with Grade 4 (national Grade C) or above in GCSE Maths and English or the equivalents in other RQF Level 2 qualifications such as Key Skills. There are no subject-specific requirements for most qualifications. See our [online course page](#) for more examples of how to meet 112 points.

For international students, the level of English required is listed on the [University of Bradford English language requirements website](#). International applicants who do not meet the IELTS requirement can take a [University of Bradford pre-sessional English course](#). Examples of other equivalent international qualifications for entry are provided on the [University of Bradford page for your country or region](#).

We are committed to raising aspirations and widening access to higher education, regardless of your background. The [University of Bradford Progression Scheme](#) welcomes applicants from a number of groups including adult learners who are 21+ on the first day of term, British armed forces families, carers and care experienced learners, estranged or orphaned learners, refugees and asylum seekers, and Romani or Traveller family members.

If you are thinking of coming or have recently applied to the University of Bradford, don't wait until you have arrived to contact our Disability Service. We can arrange for you to talk to a member of our team about what support is on offer here at the University including an invitation to our Get Set Day. To contact the Disability Service please complete the [request support form](#).

Applications are welcome from students with non-traditional qualifications, and/or significant personal/professional experience. Students applying this way may be interviewed.

If applicants have prior certificated learning or professional experience which may be equivalent to parts of this programme, the University of Bradford has procedures to evaluate and recognise this learning to provide applicants with exemptions from specified modules or parts of the programme. Find more information about [recognition of prior learning decisions](#) on the University website.

Information in this document is for the contemporary recruitment cycle and was accurate at time of publication. The current tariff and accepted qualifications for entry onto the programme is published at the online course page: [<<Insert course page URL >>](#)

The University has a set of terms and conditions for all students accepting an offer to study on a course here at Bradford. This is called the Student Contract. This document sets out the Terms and Conditions which apply when you accept an offer of a place on a programme of study at the University of Bradford. View our Student Contract for further details: <https://www.bradford.ac.uk/student-contract/>

Student journey

BSc Business Management and Marketing is an undergraduate type of programme e.g. Bachelor of Science with Honours degree programme. You'll aim to complete the course in three years of study. At Bradford, the year is split in three parts where most students study modules in two Semesters a year of academic taught content: (Sem 1 and Sem 2). Modules labelled as over a year will span two study periods.

In Stage 1, students study 120 credits and develop a solid grounding in how businesses operate and make decisions, gaining insight into how markets function and how organisations manage people and resources. Students are also introduced the concept of technology-enabled operations, including developing an understanding of how to use artificial intelligence and data analytics in corporate settings whilst encouraging sustainable and socially responsible thinking from day one. Alongside these, key graduate learner skills including communication and the correct sourcing, use of and presentation of information including referencing will be introduced. Such skills will enable students to write in an academic manner and begin to reflect on the value and usefulness of the information with which they are presented, engage in team working and consider their future career paths.

In Stage 2, students study 120 credits that deepen their marketing expertise while strengthening their strategic management capability, broadening their perspectives on long-term organisational direction and competitive positioning. Students develop an understanding of customer decision-making, market analysis, and the formulation of effective marketing plans from both a theoretical and a practical perspective. A continued emphasis on career readiness is embedded in the module Entrepreneurship and Employability, encouraging innovation, enterprise development, and professional growth. Together, the modules in this stage equip students with both specialist marketing expertise and the strategic insight required to enhance employability in a dynamic business environment.

In Stage 3, students personalise their academic journey by selecting an optional module that further shapes their professional identity and specialist interests. Core modules reinforce the importance of responsible and sustainable decision-making in contemporary organisations, whilst cultivating advanced leadership, interpersonal, and organisational skills essential for effective management. The programme culminates in the Final Year Business Project, where students apply their accumulated knowledge to a real-world business challenge or research topic, demonstrating strategic insight, analytical capability, creativity, and independent learning.

By graduation, students leave the BSc Business Management and Marketing programme as confident, commercially aware and ethically responsible professionals. The emphasis on employability, real-world application and the Final Year Business Project ensures students can demonstrate practical experience alongside academic achievement.

Graduates are also well positioned for postgraduate study, including master's degrees in management, marketing or related disciplines. Above all, graduates leave equipped not only with technical knowledge, but with the leadership mindset, global awareness and ethical understanding required to thrive in a fast-changing and socially responsible business environment

Curriculum

Foundation Modules

Period	Type	Module Title	Credit	Level	Code
AC Year	Core	Fundamentals of Business and Management in a changing environment	30	3	SIB3003-C
AC Year	Core	Becoming my professional self	30	3	OIM3002-C
AC Year	Core	Introduction to Finance, Accounting and Economics in a Digital World	30	3	AFE3004-C
AC Year	Core	Applied Project (Business and Management)	30	3	SIB3004-C

Stage 1 Modules

Period	Type	Module Title	Credit	Level	Code
AC Year	Core	Finance and Accounting for Managers	20	4	AFE4015-B
AC Year	Core	Foundations of Marketing	20	4	MAR4002-B
AC Year	Core	People, Work and Organisations/Work in Context	20	4	HRM4009-B
AC Year	Core	Operations and Technology Management	20	4	OIM4011-B
AC Year	Core	Fundamentals of Artificial Intelligence and Data Analytics	20	4	OIM4012-B
AC Year	Core	Principles of Responsible Management and Practice	20	4	OIM4013-B

Stage 2 Modules

Period	Type	Module Title	Credit	Level	Code
Sem 1	Core	Consumer Behaviour and Digital Insights	20	5	MAR5012-B
Sem 1	Core	Marketing in Digital Transformation	20	5	MAR5016-B
Sem 1	Core	Entrepreneurship and Employability	20	5	HRM5015-B
Sem 2	Core	Integrated Marketing Communications	20	5	MAR5007-B
Sem 2	Core	Strategic Management	20	5	SIB5003-B
Sem 2	Core	Digital and Social Media Marketing	20	5	MAR5013-B

Stage 3 Modules

Period	Type	Module Title	Credit	Level	Code
Sem 1	Optional	Product and Corporate Brand Management	20	6	MAR6013-B
Sem 1	Optional	Digital Campaign Planning and Content Management	20	6	MAR6014-B
Sem 1	Core	Leading and Managing People	20	6	HRM6014-B
Sem 2	Core	Interactive Services Marketing	20	6	MAR6011-B
Sem 2	Core	Business Ethics and Social Responsibility	20	6	HRM6010-B
AC Year	Core	Final Year Business Project	40	6	HRM6013-D

Placement and Study Abroad Options

This programme provides the option for students to undertake study abroad in Stage 2 or a longer work placement or period of study abroad between Stages 2 and 3. Placements are a fantastic way of building on the professional skills developed during the programme and boosting students' practical industry experience prior to graduating. Equally, study abroad opportunities can be very valuable in giving students experience of academic and/or industrial contexts in other countries. Students wishing to take this option can register directly for, or can transfer to, the 4-year variant of the programme.

There are regular visits to the School of Management by representatives of both local and national companies, looking to recruit graduates. Placements enable students to further develop their transferable skills and may even secure their entry onto the graduate career ladder as many employers use a placement year as a method of recruitment onto their graduate training scheme.

There are also great opportunities for students to do shorter internships (6 or 8 weeks) or in-company projects. The International Opportunities team can advise students about the available funding to support their study or work experience abroad.

Any placement or period of study abroad is subject to approval by the Programme Team. Students who wish to participate in a placement or period of study abroad will be required to find, apply for and make the most of their chosen opportunity, and will be supported in doing so by the Programme Team, as well as the central University Careers and Employability Service.

Further information about [internships and placements](#) and [study abroad opportunities](#) is published on the University's website.

Placement Year

Work placements are extremely valuable in helping students to develop their understanding of all aspects of marketing and business. Our students are highly successful in securing both summer and year-long internships and placements with prestigious employers, including the competitive Government Economic Service placement scheme (e.g. Department for Work and Pensions, Department of Health and the Treasury), the European Bank for Reconstruction and Development, and a range of private sector companies involved in marketing, finance and the voluntary sector.

Students on a placement year will be registered for the **MAL5009-Z Placement** module allowing the option of recording information about your experience on your Higher Education Achievement Report (HEAR) and academic transcript.

Study Abroad Year

Instead of a placement year, students can opt to study abroad for one year in one of our partner institutions worldwide, where students will be taught in English. Study abroad has a number of benefits, not only as a unique experience in itself but also enhancing academic insights, employability and life skills and the Faculty

and the University wish to encourage it, if the circumstances are appropriate. During the exchange the students will have support from the relevant University services.

Students on a study abroad year will be registered for the **MAL5010-Z Study Abroad** module allowing the option of recording information about your experience on your Higher Education Achievement Report (HEAR) and academic transcript.

Study Abroad Semester

Alternatively, students can choose to study abroad for Semester 1 or Semester 2 in Stage 2 and only in specified approved partner Universities. This is a cost- and time-effective way of getting international experience as you can complete your degree within 3 years.

The list of Study Abroad Semester partners is a subset of the Study Abroad Year partners offered and changes year-to-year depending on the curriculum offered. This option can be available **ONLY** if the modules offered by the host institution allow the student to meet the learning outcomes of the Bradford Programme at stage 2.

Unlike the year abroad exchange, the semester exchange requires students to study only modules suitable to the Bradford programme when abroad. Therefore, all modules selected for the exchange will have to be mapped to the Bradford programme learning outcomes and be approved by the Programme leader in Bradford in advance of the exchange. During the exchange, if the student needs to change the modules, this can only be done after approval of the Bradford Programme Leader. If the student fails a module abroad, the student must explore the possibility of re-taking any exams at the host university and immediately inform the International Opportunities Team.

During the exchange, students will have support from the relevant University services. All credit successfully obtained whilst on study abroad semester will count towards the students final degree.

Learning, teaching and assessment strategy

Programme teaching and learning

The School of Management prides itself on providing an educational experience which is informed by the world class research of the School's academic staff. The School also has a long tradition for ensuring that students develop academically with knowledge, understanding and personal skills that are relevant and fit the needs of contemporary business. Together, the exploration of leading research ideas and the application of knowledge and skills to real business problems pose interesting and appropriate challenges to our students. One of the School of Management's main aims is to address major challenges for business and society such as global responsibility and sustainable development. Accordingly, the School seeks to prepare students who are able to contribute in an effective manner to debates about sustainable development and critically appraise the relationship(s) between the social, economic and environmental dimensions. Our intention is to nurture students who can apply the principles of sustainable development in their professional capacity. Whilst there are a number of individual modules that focus specifically on sustainability issues, awareness of the importance and principles of sustainability is emphasised in modules and underpins the Learning Outcomes.

For all taught modules student learning will be directed, supported and reinforced through a combination of lectures, tutorials, small group seminars, virtual learning environment activities and guided private studies. The School of Management is also committed to demonstrating the relevance of taught material to real business problems; and students can expect to see guest industry lectures and the use of real industry sponsored business problems for assessment purposes. Generally, for each module, students will attend one lecture and one tutorial each week during which they will be in direct contact with teaching staff. Their learning will be supplemented by private and group study (as appropriate) following the direction of module teaching staff. All teaching will be supported by information and activities provided through the University's virtual learning environment.

Students will graduate as an independent learner, able to identify their own learning needs, sources of information and an ability to critically evaluate, reflect upon and develop their own learning. This process of transformation will be gradual, progressive and supportive. Through each stage of study progressively more advanced skills, experiences and expectations will be introduced, challenging students to mature as a learner within a supportive and developmental environment.

Programme assessment

Methods of assessment vary according to the learning outcomes of particular modules and the stage of study. Accordingly, a mixture of assignments, essays, portfolios, and computer assisted assessment, group work and presentations and other methods will form student's assessments, a blended learning approach is used. Many assessments across the programme are built on real-world practice settings, students engage with live projects, business cases and employer-informed briefs so that students are well prepared to apply theory to practice and develop skills directly relevant to professional environments.

Throughout the programme their learning will be supported using various methods of formative assessment and feedback. This is to help them progress their studies and support their continuing development.

Programme regulations

This programme follows the Assessment, Continuation and Award regulations for undergraduate taught courses published on the University's Website ([Regulation 2](#)).

The professional bodies which award credit or exemptions for this programme maintain their own criteria for awarding these. You may need to meet their requirements, including choosing specific options, in order to be eligible for any specified exemption. For example, ICAEW specify that you must pass modules with 50% or more examinations at 50% or higher and then apply for the ICAEW ACA exemption within 5 years of completing your degree.

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