



教育拓展中心



BA(Hons) in Business Studies or Marketing

Non-local Higher and Professional Education Ordinance
Registration Numbers: 250616 & 251735 respectively

BA (Hons) programmes are normally of 3 years duration. However, these final year "top-up" or conversion programmes are open to those students who already possess advanced standing qualifications such as a Higher Diploma in Business or equivalent qualifications including those from recognised Professional Bodies. These are credit rated to allow admission onto the final year of the degree.

Students may choose either the Business Studies or Marketing streams to complete their degree.

Students are directly enrolled with the University and on successful completion of the final year, will receive a degree awarded by the University, which is equivalent to and directly comparable with a degree awarded by other Universities in the UK

AIMS AND OBJECTIVES

The BA (Hons) Business Studies and Marketing degrees are designed to promote progressive learning and develop transferable business and marketing skills for a successful career in today's rapidly changing international business environment.

The issues that will be addressed are conceptual and practical. As a consequence, the programmes focus on the following objectives:

1. to develop at final honours degree level appropriate transferable knowledge and skills which reflect academic developments in the field of business or marketing;
2. to develop capability in the exploration, analysis and evaluation of business or marketing issues and concepts including an awareness of ethical and environmental issues;
3. to provide students with the opportunity to unify conceptual and analytical frameworks with practice through a variety of contexts appropriate to the business or marketing environment;
4. to produce graduates with a strong academic and vocational background, who are competent in applying business or marketing techniques to meet the needs of various types of organisations and business.

REASONS TO CHOOSE THIS COURSE

Increasingly a business or marketing degree is regarded as a prerequisite entry requirement for many careers and is essential in order to gain access to higher levels of responsibility. Today every organisation needs to have a business outlook and employers achieve this by employing graduates in disciplines such as Business or Marketing.

What our Students say.....



Eva Patel
BA (Hons) Business Studies

"Student life is brilliant. The facilities are excellent here at Bolton and the staff are friendly and always willing to help you out."



Michael Winniczuk
BA(Hons) Business Studies/Human Resource Management

"The course gave me an excellent insight into the business world and the opportunity to still fit in a hectic and crazy social life."

SKILLS

Students will develop a capacity for critical reasoning and analysis, the ability to synthesise data, communicate and interpret findings; and employ a range of practical and transferable skills including research methods, teamwork, organisation and time management.

LEARNING AND ASSESSMENT

Assessment will be by a combination of equally weighted assignments and written examinations, and a project. Coursework will typically comprise 2,500 words assignments, and the time constrained examinations will be of three hours duration. The project is an independent, original study of between 7,500 — 10,000 words.

LEARNING SUPPORT

Students will receive a total of 140 hours of directed learning support.

PROGRAMME SUPPORT

In addition to well qualified Bolton Faculty support, students will receive important administrative support through the services of a programme manager/ programme administrator at CED.

Bolton Business School Faculty Staff

Bolton Business School has assembled a strong team of highly qualified, committed, advanced-level educators to lead its BA (Hons) Business Studies or Marketing. Faculty staff combine excellent academic credentials, with commercial, consulting and research experience. The BA (Hons) Business Studies and Marketing programmes are supported by the following faculty members from The University of Bolton:

Bob Barrett	MSc, PGCE, BA(Hons), MCIS, Chartered Member, ILTM
John Blower	MSc, MEd, BEd
Ged Clarke	MSc, BA(Hons), PGCE
David Eyles	BA, ACIS, Cert.Ed
Bill Orchard	MA, MSc, BSc, PGCE
David Ratcliffe	MSc, HND (Distinction), Cert. Ed, MCIM

GRADUATION AND RECOGNITION

Students who successfully complete the programme will be awarded the prestigious BA (Hons) Business Studies or Marketing degree of The University of Bolton, United Kingdom. The degree is the same as that awarded to full-time students in the United Kingdom. Graduates will be allowed to use the title "BA (Hons)" after their names.

Graduation ceremonies are currently held twice each year in the United Kingdom, in June/July and October/November. Graduates will be automatically sent details of the Degree Awards Ceremony and are encouraged to attend this degree convocation at Bolton with their families whenever possible. Local graduation ceremonies will also be organised whenever practical to do so.

BA (HONS) BUSINESS STUDIES BA (HONS) MARKETING FINAL YEAR PROGRAMME PROGRAMME STRUCTURE

Please note that the following will be dispersed along with the offering letter to the students

SEMESTER 1: (6 MONTHS)

1. Marketing Management
2. Contemporary Management Issues
3. Project Module

SEMESTER 2: (6 MONTHS)

4. Business Policy
For Business Stream
5. Strategic Operations Management
6. Financial Control in Management Control Systems
For Marketing Stream
5. Marketing Strategy
6. Buying Behaviour

ENTRY REQUIREMENTS

Applicants must possess one of the following qualifications:

- Higher Diploma or Diploma from recognised tertiary institutions in HK
- Year-2 of a Degree
- Advanced Diploma or Graduate Diploma from Professional Bodies
- Membership of Professional Bodies obtained by examination

IN ALL CASES STUDENTS WITHOUT AN HKCEE ENGLISH PASS MUST HAVE MINIMUM IELTS OF 6.0

FEE SCHEDULE

The total programme fee of HK\$59,000 covers lecture notes, accreditation fee, induction seminar and workshops, lectures, textbook, study guides, assignments, examinations and the degree parchment and transcript on completion.

All fees are in Hong Kong Dollars and payable to "CENTRE FOR EDUCATIONAL DEVELOPMENT" by 4 instalments.

Application fee (non refundable)	HK\$ 300
1 st instalment payable within 1 month before commencement of that part of the course	HK\$14,750.00
2 nd instalment payable within 1 month before commencement of that part of the course	HK\$14,750.00
3 rd instalment payable within 1 month before commencement of that part of the course	HK\$14,750.00
4 th instalment payable within 1 month before commencement of that part of the course	HK\$14,750.00



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REFUND POLICY

For unsuccessful applicants, programme fees paid will be refunded in full within 2 weeks after rejection. Application for a refund after commencement of a current semester will only be considered on health grounds and upon submission of a valid medical certificate. All fees paid, apart from the application fee will be refunded if the course is withdrawn or not offered. On premature cessation, all fees and charges that have been collected in respect of any part of the course failing to be conducted on or after the date of the cessation will be refunded within 1 month of the premature cessation. There will be no refund for any exemptions granted. In the case of an approved deferral of the course, tuition fees paid may be carried forward until the student resumes study.

BA (HONS) BUSINESS STUDIES OR MARKETING FINAL YEAR PROGRAMME

MODULE OUTLINE

Marketing Management

The module develops and consolidates the learner's critical orientation to the theories and methods of Marketing Management. The learner is presented with the theoretical concepts associated with Marketing Management. The learner is presented with the theoretical concepts associated with Marketing Management and is expected to adopt a critical and evaluative approach to the subject. The learner will be expected to demonstrate an ability to respond appropriately through the synthesis of knowledge and skills.

The module aims are:

- To critically review, consolidate and understand the nature and scope of Strategic Marketing Planning & Marketing Management
- To critically evaluate the concepts and tools underpinning Strategic Marketing Planning & Marketing Management
- To use knowledge, concepts and tools underpinning Strategic Marketing Planning & Marketing Management to diagnose the nature of marketing problems

Syllabus Content

1. The Concept of Marketing Management and Strategic Marketing Planning Process
2. Relationship between Strategic Marketing Planning and Corporate Planning
3. External Analysis - Customers, Competitors and Markets
4. Environmental Scanning
5. Internal Analysis
6. Strategy Development
7. Implementation and Control Processes

BA (HONS) BUSINESS STUDIES OR MARKETING FINAL YEAR PROGRAMME

MODULE OUTLINE

Contemporary Management Issues

The module aims are:

- To understand and appreciate the critiques of a range of management theories and their impact on contemporary organisational settings.
- To analyse and explore interactions between different management standpoints.
- To develop a critical awareness of new management initiatives.

Syllabus Content

1. The evolution of management theory - developmental and consolidated or disparate and unfocused?
2. Management gurus, enlightenment or equivocation?
3. The problems with a perspective approach to a strategic management
4. Social responsibility and ethical issues in business. Management responses to current ethical issues, e.g. sustainability, environmental factors, cross cultural.
5. Irresistible forces impinging on management practice and strategy.

New Technology e.g. the implications of commerce, innovation and the management of knowledge.

World economics - alternatives to strategies to globalisation?

Demographic pressures e.g. the feminisation of management, ageing populations, skills shortages, flexibility.

Increasing complexity.

Rapid change, instability and chaos.

The shift to consumption and the expectations of customers.

Increasing need for creativity, enterprise and learning.

BA (HONS) BUSINESS STUDIES OR MARKETING FINAL YEAR PROGRAMME

MODULE OUTLINE

Business Policy

The module aims to understand the meaning of strategic management through the analysis of the interactions between:

- An organization's external environment; It's core resources and capabilities and functional areas.
- Promote awareness of how these influence the organisation's effectiveness and efficiency and the strategic choices, which are available.
- Development and appreciation of the processes and outcomes in the implementation of strategic choices.

Syllabus Content

1. The competitive environment
2. The nature of business policy
3. The external environment assessment
4. The Internal assessment
5. Strategic analysis and choice
6. Implementing strategies
7. Strategic review, evaluation and control

BA (HONS) BUSINESS STUDIES FINAL YEAR PROGRAMME

MODULE OUTLINE

Strategic Operation Management

This module is designed to develop the learner's knowledge and critical understanding of the importance of Strategic Operations Management within the business framework.

The module aims are:

- To equip the student who is targeting or already in, a managerial role within business
- To understanding how the increasing range of operations management techniques and practices are applied strategically to gain competitive advantage.
- To develop the learner's ability to identify appropriate circumstances within organisations for the application of specific Operations management approaches.

There will be coverage of manufacturing, service and administrative applications of Operations Management.

Syllabus Content

1. Introduction and syllabus
2. The Operations Mix & Strategic thinking & OM capability
3. Value Chain: strategic aspects, Productivity Raising Strategies
4. Product and Process design
5. Project management strategy
6. OM role in Total Quality Management, Corporate planning and policy making
7. Operations as a competitive weapon, future challenges for Operations Managers

BA (HONS) BUSINESS STUDIES FINAL YEAR PROGRAMME

MODULE OUTLINE

Financial Control in Management Control Systems

This module aims are:

- To provide the learner with the opportunity to critically evaluate
- To develop an understanding of the importance of financial control in management control
- To critically review the methods by which the complexities of control may be handled

This module is intended to be achieved by building on the accounting elements studied previously and link this in parallel with the perspectives available from management control theories.

Syllabus Content

1. Budgetary any Control and Behavioural Aspects of Budgetary Control
2. Working Capital Management
3. Performance Measures and Internal Analysis
4. Activity Based Costing Management as an aid to
5. Variance Analysis
6. Transfer Pricing
7. Capital Budgeting
8. Decision Making Techniques

BA (HONS) BUSINESS STUDIES OR MARKETING FINAL YEAR PROGRAMME

MODULE OUTLINE

Project Module

The project module is designed to give the learner the opportunity to pursue a piece of individual research under the supervision of a tutor. The Project topic, which will be selected by the learner, must

- Be relevant to Business and Management Studies or Marketing
- Be academically rigorous
- Be a unique piece of work
- Address a specific question or issue
- Require familiarity with a range of business data, marketing issues, research sources and appropriate methodologies
- Require a critical evaluation of theories, principles, concepts and models

The learner will be expected to demonstrate an awareness of relevant theoretical models and contemporary literature relevant to their chosen area of study. They will be required to demonstrate creativity in identify, stating and restating the problem in terms of the literature and models available. They will be expected to demonstrate a high degree of analytical and critical ability in the application of theoretical frameworks and literature, resulting in the synthesis of appropriate conclusions (and recommendations)

Syllabus Content

The subject - matter of the Project will be determined by the learner, subject to the approval of his or her Project supervisor.

Examples of Project Titles include

Is there an equitable approach to bridging the gaps in UK pension provision?

Are the changes being made to supermarkets likely to lead to greater customer satisfaction?

Is Skelmersdale a viable community with reference to the New Towns Act 1945?

Evaluating the effect of Globalisation upon Marketing.

The research materials, which learners may use are conventionally classified as follows:

Class I: Materials drawn from original sources and primary data. (e.g. direct observation, interviews, and measurement)

Class II: Journal articles, articles in collections, authoritative press reports, publications of professional bodies.

Class III: Publications in book form

BA (HONS) MARKETING FINAL YEAR PROGRAMME

MODULE OUTLINE

Marketing Strategy

The module builds upon the core marketing modules studied at Levels 1 and 2 (Elements of Marketing, International Marketing and Marketing Communications) and consolidates the Level 3 core Unit-Marketing Management. Through Learner participation in case study discussions, the module seeks to encourage a critical approach to Marketing Strategy. (The Marketing Management module should be studied first.).

The module aims are:

- To critically review, consolidate and understand the nature and scope of Strategic Marketing and the barriers to effective Marketing Management;
- To use knowledge, concepts and tools underpinning Strategic Marketing to diagnose the nature of marketing problems;
- To develop viable solutions in response to marketing problems generated within organisations in a dynamic and competitive environment.

The module has been designed to allow students to develop and apply key marketing planning concepts and tools introduced in the Marketing Management.

Syllabus Content

1. New Marketing
2. Managing Customer Satisfaction
3. Market Strategy - Market choice
4. Market Strategy - The Value Proposition
5. Market Strategy - The Key Relationships
6. Marketing Programmes and Actions
7. Organisation for Marketing
8. Marketing Planning Process
9. Implementing Market Strategies and Internal Marketing
10. An Agenda for Market-Led Strategic Change

BA (HONS) MARKETING FINAL YEAR PROGRAMME

MODULE OUTLINE

Buying Behaviour

The module provides learners the opportunity to gain further knowledge and understanding of buying behaviour theories and concepts, and an understanding of how it is applied by organizations. The learner will be able to analyse, apply and evaluate Buying Behaviour theories and concepts to marketing situations, as well as point out possible weaknesses in the way organizations apply Buying Behaviour theories of concepts.

The module aims are:

- To critically review, consolidate and understand the nature and scope of Buying Behaviour;
- To critically evaluate the concepts and tools underpinning Buying Behaviour;
- To diagnose the nature of marketing problems associated with Buying Behaviour;
- To recognise the application of Buying Behaviour concepts and theories by organisations.

Syllabus Content

1. Review of the Marketing Concept
2. Cognition, Perception and Learning Processes as factors in Buying Behaviour
3. Theories of Motivation
4. Theories of Personality, Moods, Attitudes and Behaviour
Culture, Social Class and Group Influence
5. Segmentation
6. Buyer behaviour in organizations
7. Ethics, and Marketing Communications
8. In addition students will have the opportunity of presenting a Seminar topic (from a choice of 10 topics) to the class for subsequent discussion
9. Students will carry out an individual study of Buying Behaviour in a particular organisation or industry