

*De Montfort University*

*in partnership with*

*Niels Brock,  
Copenhagen Business College*

**BA (Hons) Business  
Administration**

**Marketing Stream**

**CURRICULUM  
2019-2020**



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## **BA (HONS) BUSINESS ADMINISTRATION**

***DE MONTFORT UNIVERSITY (DMU)***

*in partnership with*

***NIELS BROCK (NB)  
COPENHAGEN BUSINESS COLLEGE***

### **1. INTRODUCTION**

De Montfort University is a university incorporated in the United Kingdom by the Education Reform Act 1988 and granted University status by order of the Privy Council in 1992.

Niels Brock, Copenhagen Business College, established 1881, is the oldest and largest business college in Denmark.

This CURRICULUM describes the Final Year of the

- ***Bachelor of Arts (Honours) Business Administration Degree, De Montfort University, as it is delivered in Copenhagen, Denmark by Niels Brock, Copenhagen Business College, Faculty of Professional Higher Education.***

This description is issued without prejudice to the right of De Montfort University and Niels Brock to make such modifications as they consider necessary, without prior notice.

It is an intensive programme of study, which means that it is necessary for students to attend regularly and to participate fully in the classes. In terms of status, participants are both students of De Montfort University and students of Niels Brock.

### **2. AIM AND OBJECTIVES**

The purpose of this programme of study is to develop the students' abilities, building on the foundations of Danish or international 2-year higher education degrees or diplomas. Therefore, the BA (Hons) Business Administration programme forms a natural progression from e.g. the Danish AP degrees in Financial/Marketing Management (Finans/Markedsføringsøkonom) and other equivalent Danish or international business degrees/diplomas - enlarging and strengthening the knowledge and skills already learnt and introducing new concepts and procedures. This is to ensure that graduates will be able to evaluate theory and put it into practice in order to improve their effectiveness and efficiency as business people. The main focus is on theoretical content, analytical rigour and critical application, in a context of knowledge and experience relevant to future managers.

The overriding aim of this programme of study is to prepare managers who can evaluate theory and put it into practice in order to improve effectiveness. The aim will be met by achieving the following objectives:

1. Stimulating the intellectual development of students through an academically challenging range of inputs presented in a modular fashion.
2. Providing opportunities to reflect critically upon the nature of their professional activities in the light of modern theoretical perspectives so that they may evaluate these and improve their own performance.
3. Providing students with an awareness of the impact of private sector organisations in a series of wider contexts.
4. Encouraging the exchange of ideas, perspectives and information.

### 3. LEARNING OUTCOME

Upon successful completion of the programme of study, graduates will be able to:

- Select from and discriminate between a range of analytical business frameworks;
- Utilise those analytical business frameworks in a variety of business contexts;
- Gather, synthesise, analyse and use data to reinforce arguments and to provide empirical evidence in a variety of written formats;
- Produce well structured and coherent written material, which will be suitable for a number of work based situations;
- Apply theoretical models and their predictions to real world situations;
- Take an overview of an organisation and understand the relationships between its components and in turn their relations and that of the whole organisation to a variety of business contexts, within which the organisation operates;
- Prescribe short, medium and long-term actions for firms and make recommendations with regard to appropriate disposition of resources.

### 4. THE STRUCTURE

This programme of study is taught and assessed at Niels Brock, Copenhagen Business College, Denmark, concurrently with the 3<sup>rd</sup> and final year of the Business Studies Degree offered at De Montfort University, Leicester, England.

The programme offers a BA Honours qualification in a modular package, consisting of 2 core modules and 3 or 4 specialised stream modules over two semesters. Each module is valued at 15 UK credits (7.5 ECTS) or 30 UK credits (15 ECTS). All modules run across both semesters, and will be examined at the end of the second semester.

#### ◆ Core Modules:

Code	Module	UK Credits	ECTS Credits
CORP 3501	Global Strategic Management	30	15
CORP 3544	Global Contemporary Business Issues	30	15

#### ◆ Marketing Stream:

MARK 3008	Marketing Dissertation	30	15
MARK 3012	Global Marketing Strategies	15	7.5
MARK 3014	Customer Management	15	7.5
<b>Total Credits</b>		<b>120</b>	<b>60</b>

UK credits for the top-up study year constitute CATS 120 (= 60 ECTS). With Accredited Prior Learning (APL) of the qualifying 2-year+ AP Degree, total UK credits are 360 (= 180 ECTS).

## Core Modules

# CORP 3501 Global Strategic Management



Credit Value: 30 UK credits = 15 ECTS

## 1. Module Characteristics

This module aims primarily to ensure that students understand the nature and meaning of corporate strategy and are able to assess the strategic position of corporations operating in complex global markets.

The module emphasises concepts and tools necessary for critical strategic analysis. It focuses on specific strategic issues and challenges that affect contemporary business operations, including mergers and acquisitions, strategic alliances, knowledge management. A strong focus will be placed on the management of change, organisational learning and strategy implementation.

## 2. Learning Outcomes

- Understanding and critical appraisal of strategy concepts: students can demonstrate understanding and competent use of strategic management concepts
- Strategic analysis: students selectively use analytical concepts and develop a well-founded strategic analysis of a company case.
- Group presentation of analysis of theory: Students synthesise their strategic analysis and critical thinking and present their findings in an appropriate manner.
- Team working: Students effectively engage in collaborative learning in the context of assessments
- Critical thinking and understanding of the strategic issues: students successfully engage in individual learning and strategic thinking by evaluating concepts, processes and models.

## 3. Assessment (subject to change)

Component Type	Duration of assessment	Assessment Weighting
Coursework 1 – Individual online multi-choice-question test		20%
Coursework 2 – Individual audio commentary on a news related current case study, identifying a strategic issue		35%
Unseen Exam	3 hours	45%

# CORP 3544 Global Contemporary Business Issues



Credit Value: 30 UK credits = ECTS 15

## 1. Module Characteristics

This module is designed to critically evaluate how current issues in both Economics and Politics affect business management and performance. There is a strong initial emphasis upon analysing the causes of major world events and examining the various scenarios that these events confront business managers with. Topical areas covered in the 2013/2014 academic year were:

- The Arab Spring and its implications for international business.
- The economy of the USA, the issues of National Debt & Credit Rating as well as the relative performance of the US in relation to the BRIC countries – with specific comparative reference to China and India.
- The role of International Reserve Currencies, especially in relation to the US dollar and the potential rise of the Chinese Yuan
- International Stock Markets with a special emphasis on the role of the Speculator.
- The impact of rising world Commodity Prices on businesses emphasising the risk of Stagflation
- The Economics of Recessions and the risk of 'Double-Dip Recessions – against the background of the European Debt Crisis
- The Fate of the Euro
- The advantages and disadvantages of European Union membership.

The module utilises the above to set the scene for more 'general' global management issues by examining:

- The advantages and disadvantages of Globalisation as well as Multi-National Companies
- Managing Diversity in Business
- The role of the State in Managing the Economy
- Public/Private Partnerships
- Economic Regulation
- Corporate Social Responsibility
- Business Ethics
- Reputation Management
- Greening Business

## 2. Assessment (subject to change)

Component type	Description	Length/ duration	Assessment Weighting
Individual assignment	Individual essay		40%
Tutorial presentation	Presentation		30%
Multi-choice-question exam	Individual MCQ		30%

## Marketing Stream Modules

# MARK 3008 Marketing Dissertation



Credit Value: 30 UK credits = 15 ECTS

Required Prior Learning: 2 years of marketing-related studies

### 1. Module Characteristics

The Marketing Project is designed to give students the opportunity to pursue a topic of their individual interest. Students frequently expand on an area that has been of interest in previous marketing modules, link the study to issues that intrigued them from their work experience, or explore a topic that has not been studied in a formal module. With the guidance of a few lectures and appointments with an assigned project tutor, the project should demonstrate the application of academic theory to actual marketing situations. The module requires the student to be able to work independently and set their own goals in exchange for the opportunity to explore a topic that excites and interests them personally.

### 2. Learning Outcomes

By the end of the module the student should be able to

- Research and analyse relevant academic literature
- Design a research methodology to appropriately test the application of academic theory in business situations
- Conduct primary research and defend the interpretation of the results
- Evaluate the existing theory and recommend potential business applications

### 3. Learning and Teaching Strategies

Self Study supported by introductory lectures and tutor guidance. Module documentation and guidance notes will be provided.

### 4. Module Syllabus

- Developing a research topic
- Literature search, evaluation and review
- Creation of an appropriate research methodology
- Academic writing conventions

### 5. Assessment (subject to change)

Component type	Description	Length/ duration	Assessment Weighting
Coursework	Literature Review	2000 words	15%
Coursework	Project	12-14,000 words	85%

# MARK 3012 Global Marketing Strategies



Credit Value - 15 UK credits = 7.5 ECTS

## 1. Module Characteristics

This module builds on the International Marketing module, so it is assumed that the student has at least a basic understanding of the subject. The module provides a more focussed look at the incentives and drives for firms to operate globally, as well as reviewing global strategies of firms.

## 2. Learning and Teaching Strategies

The module will consist of formal lectures, videos and group work sessions. The lectures will be interactive, with an emphasis on discussion and debate. Shared learning will also be through actual company analysis, strategies and recommendations and via group presentations and seminars.

## 3. Learning Outcomes

- 1 Defend a decision based on case material
- 2 Research and analyse global marketing for opportunities
- 3 Evaluate and defend presented decisions for global marketing programmes

## 4. Module Syllabus

- Introduction to global imperative factors
- The need for a global mindset
- Global logics within the customer base/ industry environment
- Global market assessment: The Chess Board
- Spotting Global Trends
- Global Business Strategies
- Global Marketing Programmes
- Implementing global mindsets

## 5. Assessment (subject to change)

Group Report	1500-2500 words	Weighting: 10%
Group Presentation	20 minutes	Weighting: 40%
Individual Report	2000 words	Weighting: 50%



# MARK 3014 Customer Management



Credit Value: 15 UK credits = 7.5 ECTS

## 1. Module Characteristics

Revenue comes from customers. Good customer management is essential and it is now being recognised that there is a very strong link between customer management performance and overall business performance. Doing this means understanding which customers are profitable and which are not and then acquiring, retaining and developing the right customers in the most efficient way.

## 2. Learning Outcomes

- Assess organisational competence and weaknesses in customer management performance
- Make recommendations on how an organisation can improve its CM performance and profitability
- Appreciate the impact of customer acquisition, retention, development and cost to serve on business profitability
- Understand the importance of customer data in management decision making

## 3. Indicative Module Syllabus

Definition and models of Customer Management/Customer Relationship Management

CRM - a board level imperative

Customer management model (Analysis and planning, developing the proposition, customer management activities, people and organisation, processes, information and technology, measurement, customer experience, competitors)

Customer Review process and customer confidence

Customer satisfaction and loyalty, customer delight

Customer commitment (conversion model)· Information and technology (databases and data warehouses, data protection and privacy)· Analytical CRM (predictive modelling, data mining, cluster analysis etc.)

Analytical tools for determining customer worth (e.g. decile analysis, acquisition analysis, retention analysis, behaviour analysis, portfolio analysis, lifetime value analysis etc.)

Assessing and benchmarking customer management performance using CMAT (Customer Management Assessment Tool)

Customer value management, customer equity· Event driven marketing

Correlation between CM performance and business performance

Account management (GAM, KAM etc.)

Managing CRM projects - implementation and avoiding the pitfalls

CRM in the public sector

## 3. Assessment (subject to change)

Component type	Description	Length/ duration	Assessment Weighting
Coursework	Individual report	2000 words	50%
Unseen Exam		2 hours	50%