

Factfile

General information

Email: info.nbs@northumbria.ac.uk

Tel: +44 (0) 191 227 4453

Web: www.newcastlebusinessschool.co.uk

BA (Hons) Advertising Management

Student Handbook 2010/11

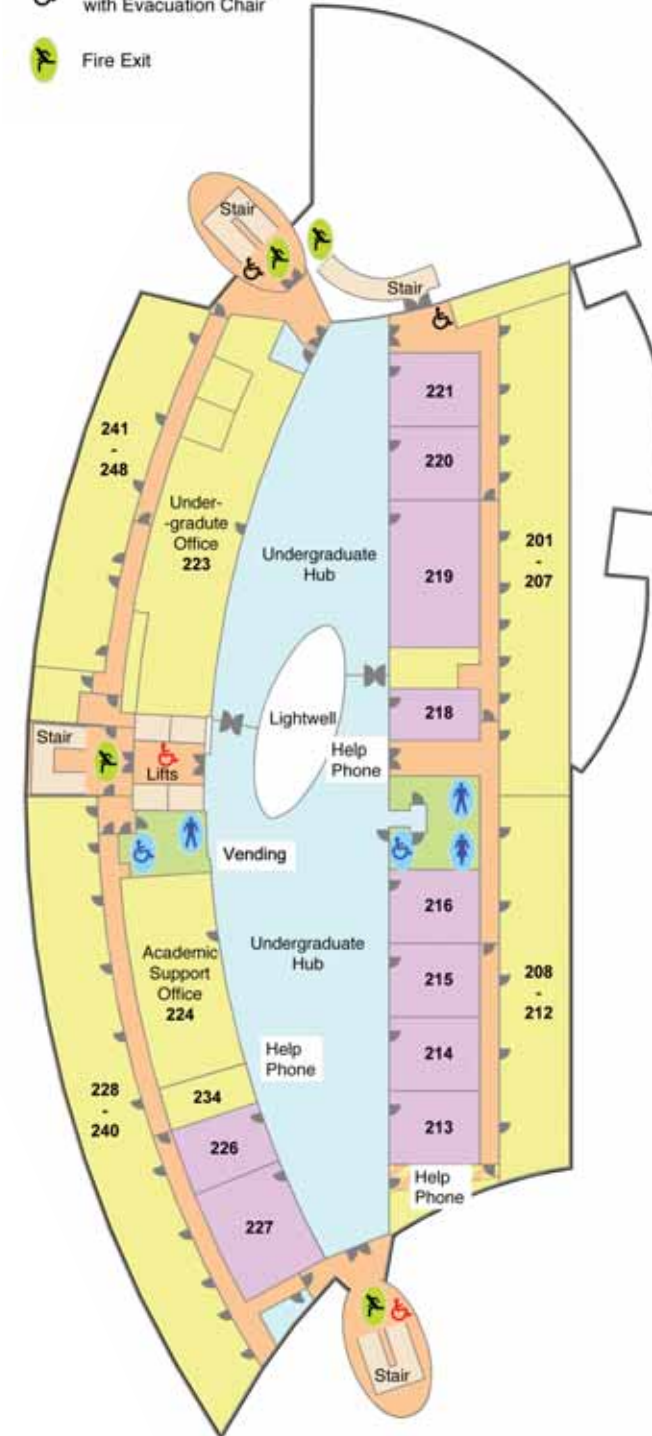
Ground Floor Plan

- Cafe / Lecture Theatre Break Out
- Main Reception
- Teaching Rooms
- Stairs / Lift Lobby / Corridors
- Staff Areas / Building Services
- Toilets/Showers
- Fire Assembly Point
- Fire Exit



2nd Floor Plan

- Teaching Rooms
- Student Breakout Area / Law Library
- Stairs / Lift Lobby / Corridors
- Staff Areas / Building Services
- Toilets/Showers
- Fire Refuge Point
- Fire Refuge Point with Evacuation Chair
- Fire Exit



Welcome to Newcastle Business School

This is your guide to your course and life at Newcastle Business School.

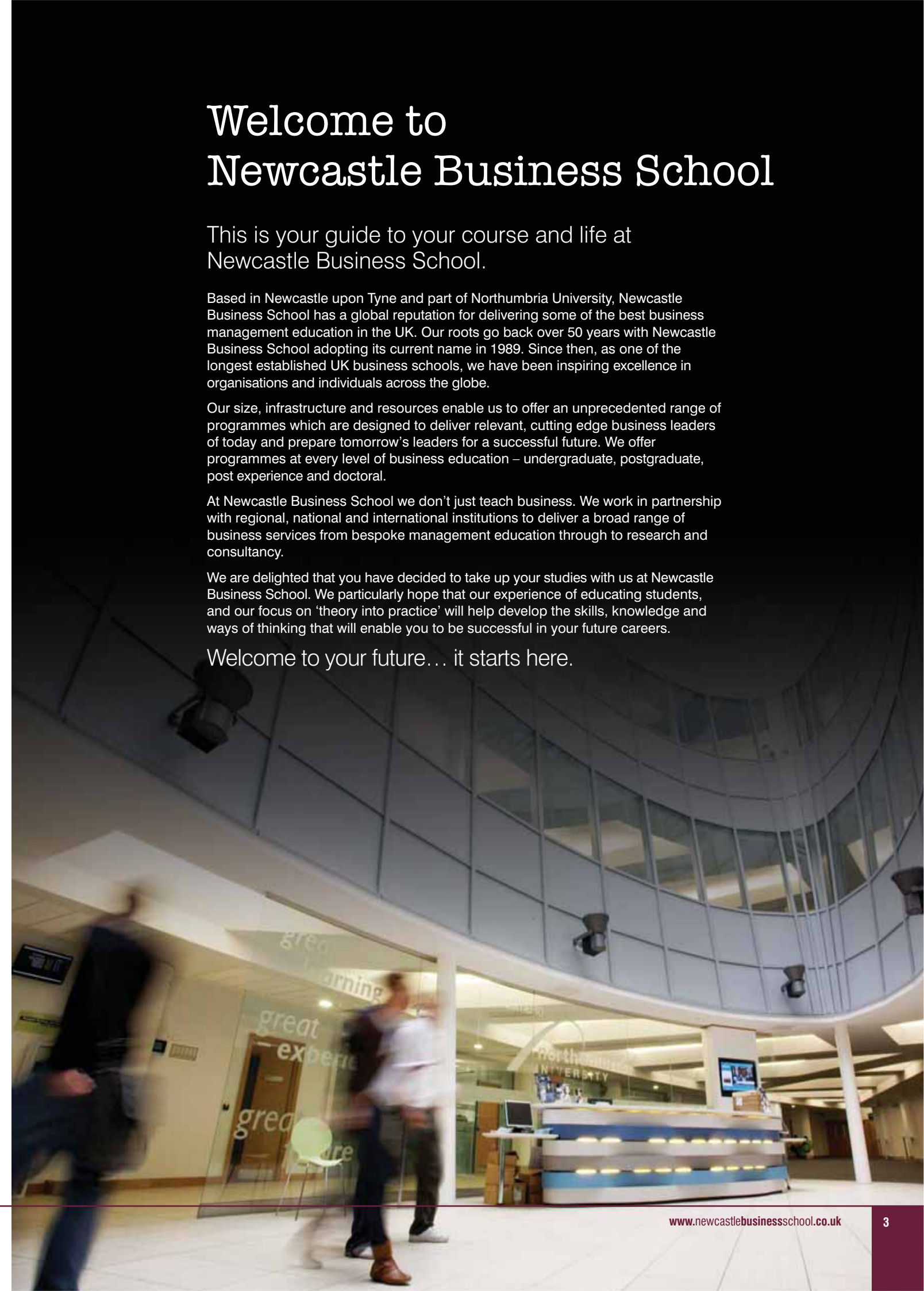
Based in Newcastle upon Tyne and part of Northumbria University, Newcastle Business School has a global reputation for delivering some of the best business management education in the UK. Our roots go back over 50 years with Newcastle Business School adopting its current name in 1989. Since then, as one of the longest established UK business schools, we have been inspiring excellence in organisations and individuals across the globe.

Our size, infrastructure and resources enable us to offer an unprecedented range of programmes which are designed to deliver relevant, cutting edge business leaders of today and prepare tomorrow's leaders for a successful future. We offer programmes at every level of business education – undergraduate, postgraduate, post experience and doctoral.

At Newcastle Business School we don't just teach business. We work in partnership with regional, national and international institutions to deliver a broad range of business services from bespoke management education through to research and consultancy.

We are delighted that you have decided to take up your studies with us at Newcastle Business School. We particularly hope that our experience of educating students, and our focus on 'theory into practice' will help develop the skills, knowledge and ways of thinking that will enable you to be successful in your future careers.

Welcome to your future... it starts here.



A message from your Programme Leader

On behalf of the Programme team may I take this opportunity to welcome you to Newcastle Business School. You are joining a vibrant and diverse group of students and tutors in a hard-working, supportive and enjoyable environment.

This handbook has been written on the basis that you are a new student; however, even if you are continuing your studies, I would still encourage you to read the handbook as it contains information that is relevant.

The School's objective is to maintain its high standard of teaching and to strengthen its research profile and as undergraduate students, you have a very important part to play in this. The Business School places great emphasis on the learning process to help link theory with current business practice and to obtain the skills which will prepare you for your chosen career or perhaps further masters or doctoral studies. We are proud of the deserved reputation we have for quality but we are not complacent. We hope that you will be proud to belong to the School and make a valued contribution to the School's mission.

For most students, university life opens up new freedoms and opportunities, but it can also bring many new responsibilities. It is important that you get the most out of your time at Northumbria and possibly unlike your previous education your learning is now solely your own responsibility, no-one will be pushing you. Obviously this means working hard (attending lectures and seminars is only a small fraction of your overall learning experience) and doing well in your studies, but it is also important that you enjoy yourself by making new friends and developing your interests outside your studies. It is a fact that employers will expect graduates both to have done well in their degrees and achieved other objectives during their time as a student.

Much of what you will learn is about the way in which the world is changing and the way in which business is becoming global. This presents many challenges but it also requires us all - managers, tutors and students to develop a positive attitude toward diversity. The Business School, like the business world contains people of different genders (naturally), different races, religions, ages, cultures, beliefs, sexual orientations and people with different abilities. We do not tolerate discrimination or abuse of any kind towards students or staff and will do everything in our power to ensure that everyone at the Business School has the opportunity to develop themselves to their full potential and that we all continue to enjoy our diverse and hard-working community.

After reading this guide, please do not hesitate to contact me or any member of the Programme team if you have any questions. I hope you enjoy your time here and I look forward to meeting you all personally.

Elmira Djafarova
Programme Leader
elmira.djafarova@northumbria.ac.uk

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Introduction

This Handbook

This handbook is designed to provide a guide to your programme of study at Northumbria. It details the programme aims, structure and supporting staff and also provides an overview of what you can expect from the business school and what we can expect from you.

Your Timetable

Students will receive their timetables during welcome week (Enrolment session) from the Programme Administrator. If you have any queries on your timetable you should ask your Programme Administrator at the Newcastle Business School Undergraduate Office.

As semester one progresses, you will also be able to access your timetable through the University website using your unique student identifier. It is recommended you do this regularly to keep up-to-date with any changes to class times, days and rooms. Additionally, any individual module changes may be announced on the module Blackboard site.

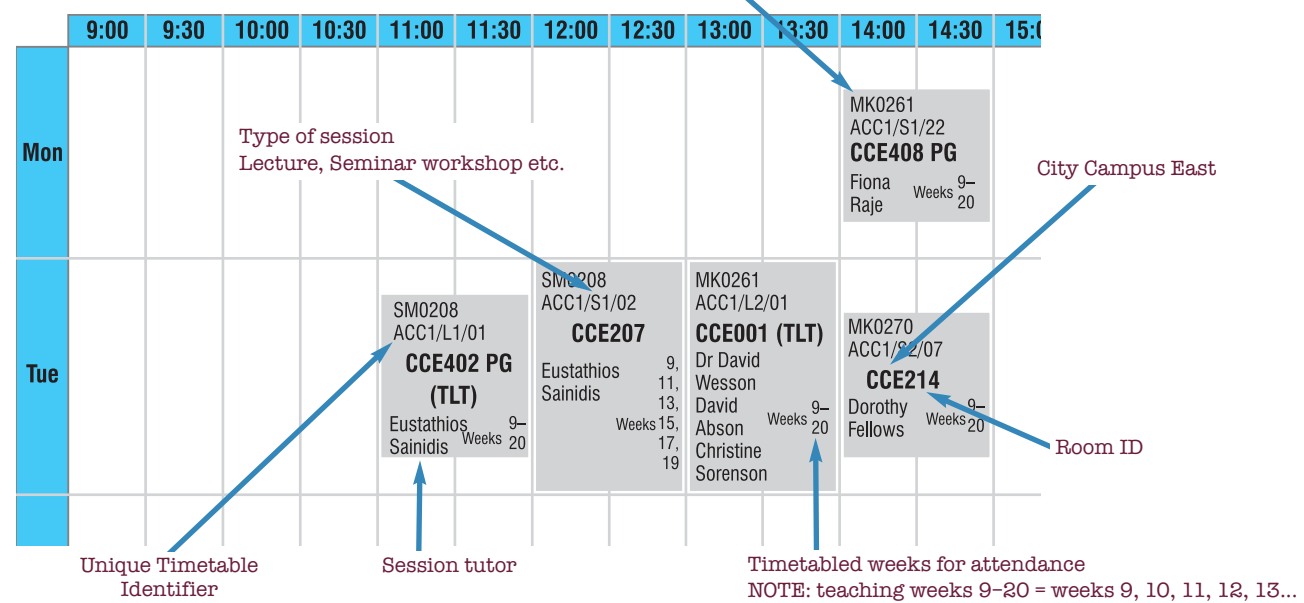
How to Obtain a Web Timetable from the Northumbria University Site

- First open up Internet Explorer or Netscape Navigator and log into the Northumbria University website at <http://www.northumbria.ac.uk/>
- Click on the 'Timetable' link located in the banner at the bottom of the page. In the dropdown menu select 'Student'
- Enter your Student ID in the required format - this is the number given to you on enrolment and is your permanent identifier
- Select 'Semester 1' from the 2010/1 Period of Study dropdown menu
- Select 'Grid Timetable' from the Type of Report menu
- Click on the 'List Reports' button and your timetable should appear as a link on the page (in blue)

How to decode your timetable

Note: Semester One begins 20 Sept 2010, Semester Two begins 17 Jan 2011

MODULE CODE:
 SM Strategy FN Finance
 HR Human Resources MK Marketing
 BM Business Modelling ML Modern Language etc.



Academic Calendar 2010/11

Semester One		
International Student Enrolment	Friday 17 September – Saturday 18 September 2010	2 days
Home Student Enrolment	Saturday 18 September – Sunday 19 September 2010	2 days
Welcome Week	Monday 20 September – Friday 24 September 2010	1 week
Teaching Weeks	Monday 27 September – Friday 17 December 2010	12 weeks
December Congregation for courses completing after June examination boards	Monday 6 December & Tuesday 7 December 2010	2 days
Winter Break (Student self-directed time)	Monday 20 December 2010 – Friday 7 January 2011	3 weeks
Semester Two		
*Teaching Weeks	Monday 10 January – Friday 8 April 2011	13 weeks
Spring Break (Student self-directed time)	Monday 11 April – Friday 29 April 2011	3 weeks
▲Assessment	Monday 2 May – Friday 27 May 2011	4 weeks
Final Year Results Published	Tuesday 28 June 2011	
Summer Award Congregations (Provisional)	Wednesday 13 July – Tuesday 19 July 2011	1 week
Reassessment Period	Monday 22 August – Friday 26 August 2011	1 week

* Second and final year students will undergo two weeks of assessment between Monday 10 January and Friday 21 January 2011. Teaching will commence on Monday 24 January 2011 for 11 weeks to Friday 8 April 2011, with a further week of teaching on Monday 2 May 2011.

▲ Assessment for second and final year students will be 3 weeks from Monday 9 May to Friday 27 May 2011.

Your Learning Goals

All undergraduate degrees at Newcastle Business School enable you to achieve four fundamental learning goals. These describe the objectives that we try to achieve together.

Learning Goals

The undergraduate framework has been designed around four learning goals. These four goals are that our graduates will be:

1. **S**kilful in the use of personal and managerial techniques and processes
2. **E**mployable as graduates
3. **E**thically aware of the issues impacting on business and professional practice
4. **K**nowledgeable about the theory and practice of international business and management



Goals/Objectives

1) Skillful in the use of personal and managerial techniques and processes

Objective 1

Develop a range of personal transferable skills, including numeracy, literacy, communication and time management, and be able to demonstrate competence in them.

Objective 2

Display an understanding of the needs of customers, clients and other important contacts through self awareness of key professional and other managerial issues, problem solving and critical thinking.

Objective 3

Apply managerial and leadership techniques, including negotiation, project management, networking and decision making.

2) Employable as graduates

Objective 1

Develop a range of key skills for securing graduate employment, including self presentation e.g. in CVs, interviews and assessment centres.

Objective 2

Develop an awareness of the graduate labour market in order to secure, retain and develop a graduate career.

Objective 3

Regularly and directly engage with a range of graduate employers and professional bodies.

3) Ethically aware of issues impacting on business and professional practice

Objective 1

Develop an understanding of UK and international organisations' approaches to Corporate Social Responsibility and their implications for organisations and individuals.

Objective 2

Develop an understanding of the ethical codes of professional bodies and the legal and regulatory contexts in which these operate.

Objective 3

Develop an understanding of different perspectives towards organisational ethics including shareholder, stakeholder and critical approaches.

4) Knowledgeable about the theory and practice of international business and management

Objective 1

Acquire, through appropriate learning experiences, current knowledge and understanding of the major functional areas of business.

Objective 2

Have the opportunity to specialise in particular functional and professional areas of business where such specialisation is informed by relevant QAA benchmarks (for example, in business and management, accounting and finance), professional accreditation and applicable international educational standards.

Objective 3

Have confidence in their abilities of analysis and synthesis through the application of knowledge to business contexts and scenarios.

Meet Your Programme Team

Programme Leader

The Programme Leader is the manager of the programme. The Programme Leader will provide you with details about the programme and will answer any general programme-related questions you have. Your Programme Leader is responsible for telling you about the university's assessment policies and procedures so that you know what the ground rules are. The Programme Leader is committed to helping you get the most out of the programme and, where appropriate, will liaise with your other tutors to make sure that they are aware of your needs and of how you are progressing generally.

Your Programme Leader is Elmira Djafarova

Email: elmira.djafarova@northumbria.ac.uk

Room: CCE1-231

Tel: 0191 227 4250

The rules of the university strongly discourage staff accepting gifts. While it is very kind of students to offer gifts as a sign of appreciation, please don't put staff in an awkward position.

Programme Director

A Programme Director is a strategic manager of a group of programmes offered within the Business School. Programme Directors provide strategic direction to the development, design and curriculum content of programmes and support Programme Leaders and Tutors to ensure the effective day-to-day operation of their programmes.

Your Programme Director is Julie Crumbley

Email: julie.crumbley@northumbria.ac.uk

Room: CCE1-229

Tel: 0191 227 4788

Programme Administrator

The Programme Administrator holds all key information regarding the programme and its students. This is the person who manages such processes as enrolment, option choice, day to day correspondence, confirmation of attendance letters, marks entry etc; they should be your initial point of contact for all general queries including timetabling queries.

Email: nb.office@northumbria.ac.uk

Room: Undergraduate Office CCE1-223

Tel: 0191 227 3580

Module Tutors

For each module or unit of study, you will have a designated Module Tutor. The Module Tutor is responsible for supporting your learning and assessment. Although the module tutor will usually teach some classes, the primary role of the tutor is not to be a teacher. The Module Tutor's primary role is to guide you in your general learning in the subject area.

In addition to the Module Tutor, you may also have other lecturers or seminar tutors who will take part in the delivery of that module. All tutors will play a part in providing you with an overview of the module, guide you in your studies and assessment, discuss and share ideas with you and the group, recommend learning resources, and provide feedback on your assessment. It is important to realize that studying at university maybe very different from your previous educational experience. You shouldn't expect to be taught, learning is by individual effort, and not merely by passive action.

You have the ultimate responsibility for your learning – it is up to you to use the resources, present your own ideas, and act on the feedback. So look upon your tutors as a resource and a signpost rather than as a font of all knowledge.

Appointments

Academic staff teach on many modules/programmes and it is advisable to make an appointment if you wish to see them. Occasionally you may be able to have an immediate appointment, but don't be disappointed if you are asked to return at a mutually convenient time. Please contact staff to cancel if you are unable to make the arranged appointment.

The Programme Leader is best contacted by email; but please feel free to see them or the Administrator at any time if the situation is urgent.

Speak to Liz – The Student Referral Service

Unsure of something?

Don't know who to ask?

Why not ask Liz?

Speak to Liz is a referral/advisory service for undergraduate Newcastle Business Students, and provides advice and information on where to go to get the answers to your queries.

Liz can usually be found in room CCE1-207 (Placements Office), telephone 0191 227 3091 or via e-mail and nb.speaktoliz@northumbria.ac.uk.

Academic Facilitators

A team of dedicated Academic Facilitators are available to give you advice on, amongst other things, deadline extensions, transferring programmes, interruptions to study, Personal Extenuating Circumstances (PECs) and exam board processes.

The Academic Facilitators are based in the Undergraduate Office, CCE1-223 and appointments can be made during the hours of 0830 – 1700 (Friday 0830–1630), to book an appointment call into the office or ring 0191 227 3580.

Programme Communication

The programme notice board is situated on the 2nd floor hub area. The E-learning portal and your University Email account are also essential and are a well used means of communication. Please review these regularly (at least weekly) for programme/module/room changes and announcements. Also make sure that you clear old messages from your university email account as the inbox soon fills up.

Student Feedback

As a part of the University's Quality Assurance policy, the views and opinions of students are an important and valued part of continuous improvement within our Programme. Formally, we ask for feedback via Programme Committees, by using questionnaires and through Staff Student Liaison Committees. Student representatives are a key part of this process. Please ensure that you report through your representative so that we can capture all your feedback.

Your Degree Programme

Programme Structure: BA (Hons) Advertising Management

It is possible that some of the modules and options will change over the course of your programme, sometimes due to circumstances beyond our control but also due to planned improvements in design and delivery. Please note that the amount of taught time decreases each year in line with the expectation that students spend an increasing amount of time on individual learning and also in the final year on their dissertation.

It is your responsibility to ensure that the modules that are listed on the programme structure are accurately reflected on your timetable. If you have any concerns please see your Programme Administrator.



Accreditation Information from 2010/11 Programme Specification:

- EPAS Accreditation from the European Foundation for Management Development (EFMD)



- Chartered Institute of Management Accountants – BA (Hons) Business Studies – partial exemption
- Association of International Accountants – BA (Hons) Business with Finance
- Chartered Institute of Purchasing and Supply – BA (Hons) Business Management (Logistics pathway) – conditions apply; BA (Hons) Logistics and Supply Chain Management – conditions apply; BA (Hons) Business Studies (Logistics pathway) – conditions apply
- Chartered Institute of Logistics and Transport – BA (Hons) Business Management (Logistics pathway); BA (Hons) Logistics and Supply Chain Management; BA (Hons) Business Studies (Logistics pathway)
- Chartered Institute of Marketing (entry point = Chartered Postgraduate Diploma in Marketing) – BA (Hons) Marketing Management
- Chartered Institute of Marketing (entry point = Professional Certificate in Marketing) – BA (Hons) Business Studies (Marketing Pathway), BA (Hons) Business Management (Marketing Pathway), BA (Hons) Business with Marketing
- Chartered Institute of Marketing (entry point = Professional Diploma in Marketing) – BA (Hons) Advertising Management

Level 5 (Year Two)		
SM0269 Global and International Business Contexts 20 Credits	HR0275 Personal and Organisational Development 20 Credits	MK0271 Advertising Management 20 Credits
*NX0201 Business Performance Management 20 Credits	*MK0273 Markets and Customers 20 Credits	*DE1043 Design Effectiveness and Brand 20 Credits

*Semester 2 modules may be replaced by NX0203 Global Citizenship, International Literacy and Employability (60 credits) for students studying abroad subject to agreement with their Programme Director

Level 6 (Year Four)			
NX0314* Dissertation 30 Credits	FN0360 Ethics and Governance 10 Credits	MK0390 Advertising Strategy and Campaigns 20 Credits	MK0386 Public Relations and Corporate Communications 20 Credits
		MK0387 Direct and Online Marketing 20 Credits	SM0374 Strategic Management and Leadership 20 Credits

*Direct Entrants will take NX0315 Professional Project

Programme Structures: BA (Hons) Advertising Management Level 4 (Year One)					
FN0145 Financial Decision Making 20 Credits	HR0154 Management 20 Credits	SM0147 International Business Environment 20 Credits	MO0124 Business Processes and Systems 20 Credits	BM0129 Solving Business Problems 20 Credits	MP0422 Advertising 20 Credits



Programme Management and Support

Frequently Asked Questions

My problem is...

... A serious personal problem which is affecting my ability to study.

You need to speak with the Student Referral Service (Speak to Liz) who can give you advice as to how best the University can support you.

Usually the Student Referral Service can provide you with information regarding which University Service (accommodation, student finance, etc.) is best for you to talk to. In addition, depending on the circumstances, they might also recommend that you submit a Personal Extenuating Circumstance Claim due to your problems, and they will be able to advise you of the evidence you may need of this and how to fill out the form.

... I need an extension for an assignment.

You will need to speak with the Academic Facilitator, only they can give extensions. They will normally ask for a good reason for the extension. Academic Facilitators are based in room CCE 223b.

The Academic Facilitator can only give extensions up to the end of the exam period (as per the academic calendar). Any extensions beyond this period have to be claimed through the Personal Extenuating Circumstance system where you would be asked to provide documentary evidence regarding why you needed the extension.

Extension of Dissertations can only be given by Academic Facilitators.

... My modules/timetable aren't showing up on the system.

You need to speak with the Programme Administrator in the Undergraduate Office.

At Northumbria University we try our best to make sure all the systems work properly, but occasionally errors occur. If you can't get access to a module's Blackboard site, email the module tutor as well, explaining your problem clearly and they may be able to email you some of the materials you can't currently access. If you don't have a timetable, and the Programme Administrator can't resolve the issue, you need to contact the Programme Leader right away so they can help you get an accurate timetable.

... I have a problem with a module I'm studying.

You need to speak with the module tutor. Arranging an appointment via email is often the best way to contact tutors.

In all instances at Northumbria University, if you have an issue with a module or the teaching on a module, you need to speak to the academic member of staff concerned first. If you are unable to resolve your issue with the module tutor, only then should you involve the Programme Director.

... I don't know who to ask about my problem.

You need to speak with the Student Referral Service (Speak to Liz) who can give you advice as to how best the University can support you.

Usually the Student Referral Service or your Programme Administrator can advise you of the best person to speak to.

Common Terms and Phrases

ARNA	Assessment Regulations for Northumbria Awards	These are the assessment procedures and regulations that will govern your study,
NU	Northumbria University	There are two campus sites. You are based at City Campus East (CCE) in Newcastle.
NBS	Newcastle Business School	
PD	Programme Director	The Programme Director is responsible for the strategic development of a suite of programmes, of which your programme is one part
PL	Programme Leader	The Programme Leader is responsible for the day to day running of your programme
Module	An individual unit of study with its own module code (see below), curriculum, learning outcomes, teaching and learning methods and assessment	Each module will count 10, 20 or 30 (dissertation only) credits towards the 360 total (120 per year) required for an honours degree. Modules will denote the subject area and module number (e.g. HR257)
Level	The Level indicates the type of the learning outcomes to be achieved by studying the Module.	On an Undergraduate Programme students progress from studying modules at level 4 (in the first year) to level 5 (in the second year) and level 6 in the final year. Levels are a nationally recognised code for indicating the type of work that has been done. Learning Outcomes at level 4 emphasise knowledge and understanding, those at level 5 emphasise analysis and application and those at level 6 emphasise critique and evaluation.
Semester		The academic year is split into two semesters of 15 weeks each (12 teaching weeks and 3 assessment weeks)
Blackboard	Electronic learning system	All modules are supported by Blackboard (Bb). An integral part of your module study
Teaching & Learning Plan (TLP)	Contains detailed information about a module's aims, objectives, syllabus, learning outcomes, assessment, reading, teaching plan & delivery pattern.	Will be provided in each module's 'Study Guide' and/or on Blackboard.
CCE	City Campus East	This is the home of NBS. Most of your teaching will take place here. Room numbers are prefaced by the building abbreviation

Your Degree Award

Programme Awards

Honours degree

Undergraduate students begin their course of study by following an honours degree programme. This constitutes 360 credit points (120 each at levels 4, 5 and 6). Progression between these levels occurs at the end of every academic year and is subject to student performance (see ARNA regulations for details on this). Those students joining us in year two will take modules to the value of 240 credits and those joining us for the final year will take 120 credits.

Overview of classification

Honours degrees are classified according to the following broad parameters of relevant marks:

First:	Average of 70% or above
Upper second:	Average mark of above 60% but below 70%
Lower second:	Average mark of above 50% but below 60%
Third:	Average mark of above 40% but below 50%

Classifications are calculated on the basis of the average marks of your final year (twice the weight given for a 20 credit module vs. a 10 credit module). Or as a ratio of 60% of the final years average and 40% of second years average. The higher of the two grades are taken.

From the ARNA regulations you may see that it is possible in the final year to fail up to 20 credits without it effecting your final classification. However failure of 30 credits or more will reduce a classification by one or more levels. For example if a student has an overall average of 50% and a total of 120 credits (all modules passed/over 40%), they will be classified with a 2:2 degree. However if the student had an overall average of 50% but achieved <40% in a 20 credit and a 10 credit module (i.e. they have failed 30 credits) they will be awarded a 3rd class degree.

Failure to gain more than 40% in the final year dissertation (30 credits) will reduce the classification by one level.

Students must attempt every component of assessment on all modules undertaken. Failure to do so will mean the module will be failed, regardless of the overall mark, and cannot be compensated.

Assessment Regulations for Northumbria Awards (ARNA)

All students are provided with the ARNA web reference during enrolment (see below for link). All matters relating to progression and awards are contained within ARNA and you should familiarise yourself with these regulations, they are the definitive rules; the handbook information is a guide.

<http://northumbria.ac.uk/studentaz/survival/assessment/>

Handbook of Student Regulations

A copy of this is available on line at:

http://northumbria.ac.uk/sd/central/uso/stud_reg_handbk/

This covers issues such as ethics, disciplinary rules, credit control and grounds and procedures for student appeals.

How to get the most from Newcastle Business School

(Advice from former students)



Don't be afraid to make new friends, especially people of different cultures/background from your own. If you want a graduate job after uni, start building your CV now! Grasp any opportunity you have to try new things (don't mean drugs of course!), go to places you've never been, get involved with the community, apply for international trips organised by Newcastle Business School etc... without neglecting your studies! That way you will have decent marks at least, have fun socialising yet be able to draw upon all those experiences to sell yourself to employers.

Xjilien Tan,
Graduate



Firstly attend every lecture and seminar, The lecturers tell you so much more than what is on the slides so if you don't attend you might miss something important. I had to take a couple of weeks out in my second year to give birth to my daughter and it took me months to catch up even though I only missed a few lessons.

Secondly manage your time well, start assignments as soon as you get them and start revising for exams as soon as possible or you will end up being overcome with work at the last minute and not do as well as you could have done. Lastly have fun, you're only at Uni once and it should be one of the most memorable times in your life, go to parties, attend the events, just make sure you do your work before hand and you will be able to relax and enjoy yourself.

Mel Mitchell,
Graduate



1. Be Prepared
University is nothing like sixth form or college, there is no one chasing after you for assignments to be handed in so preparation is key. Get yourself a good Academic Diary and guard it with your life!

2. Don't be scared
You are coming into a completely different environment but everyone is there to help. (Students, Tutors and the variety of offices especially Undergrad)

3. Relax and Enjoy It
You may not get an experience like this again so relax, take everything in your stride and be the best you can be.

Jennifer Bell,
Graduate

Your Responsibilities

In Class

The University is committed to creating an environment conducive to learning that will benefit all students. Feedback received from students has suggested the following points of good practice and courtesy to Tutors and fellow learners:

BE QUIET

- Chatting disturbs the speaker (staff or student) and disrupts the concentration of others.
- Noise levels, especially in larger lecture theatres, quickly accumulate to unacceptable levels.

SWITCH OFF MOBILE PHONES

- Making or receiving calls or using the camera facility on your mobile are always unacceptable.
- Texting in class can annoy other learners.

KEEP TO TIME

- Coming into lectures late often disrupts the whole class, if you are late please enter the room with the minimum of disruption.
- The same rule applies if you need to leave early, do so with the minimum of disruption and as a courtesy let your Tutor know that you must leave early.

COME PREPARED AND READY TO WORK

- This is particularly so in the case of seminars and group work where other learners depend upon your input.

DISPOSE OF YOUR LITTER PROPERLY

- For the benefit of all users, please ensure that you leave all learning spaces tidy and litter free.

Please note:

If staff consider your behaviour to be unacceptable you may be asked to leave. If you have concerns about the application of these guidelines, please talk to the Tutor or your course rep or the Students' Union Advice and Representation Centre.

Attendance

As a full-time student, Newcastle Business School expects that you will attend all timetabled lectures, seminars, workshops, lab sessions and tutorials. If you are unable to attend at any point we must insist that you contact us, this will prevent you being contacted at home to find out why you have missed your classes.

When you begin your studies, you will see that attendances at timetabled sessions are monitored carefully by the University. Registers are taken for various reasons, in part to ensure that all students have equal access to both their learning materials and to their Tutors.

These attendance records will be available for the end of year Examination Boards where your attendance record may be taken into consideration.

Submission of Work and Receipt of Results

It is your responsibility to submit work on time so always confirm when work needs to be submitted.

Some work is submitted and assessed electronically. However if you are submitting work as hard copy you are required to maintain electronic copies of all assessed work. Students maybe asked to submit a disk containing this work but if not a copy must still be kept by the student until the award has been made.

It is strongly recommended that you back up all of your work to your U: drive.

Results of work are posted on MyNorthumbria and hard copies will be returned to you along with feedback which will be provided via your programme office. Details of when feedback is made available will be published in advance.

Your final degree results will be posted to you and a list of final results will be displayed on the notice boards in the Undergraduate Area on Floor 2.

Marks are unconfirmed until they have been considered and agreed by a Module Examination Board.



Your Workload

Your degree programme is made up of a number of modules. Each module has a specific number of credits attached and in each semester you will study 60 credits.

Credits identify the total number of hours you are expected to apply to the module. Each credit represents 10 hours of learning and in each semester you will be expected to study a minimum of 600 hours. This means in a 15 week semester you are expected to work approximately 40 hours per week.

The work you are expected to do for each module is made up of the following activities:

- a) **Contact Hours:** these are the lectures, seminars, workshops and tutorials shown on your timetable for each module.
- b) **Directed/ Independent study:** this is the time you will spend preparing for seminars, writing up your seminar and lecture notes, reading the recommended texts and articles, meeting with fellow students on group work and carrying out your own research.
- c) **Assessment:** this is the time you will be required to devote to complete the module assessment, which may include examinations, assignments, portfolio, presentations and group reports.

The time allocated to each of these activities is set out in the Module Descriptor, which is available on the web. It is our objective to develop you as an independent learner and from the start of your university career you must appreciate the importance of the work you do outside of the lecture hall or seminar room.

Tutors will expect that you will have carried out the directed reading identified each week and that you have completed any preparation identified for seminars and workshops. Increasingly, as you move through the different years of the degree, there will be an expectation that you are carrying out your own research using the University's considerable learning resources in business and management.



Hours of Study

Your programme is made up of a number of modules, each module representing a number of 'credits'. The credit is based on the number of hours of study/assessment and each 10 credits is equivalent to 100 hours of study related activity. The study hours are made up of a number of different types of activity, including class sessions (lectures/seminars/workshops and tutorials), directed study, independent study and assessment.

The study hours for the modules are as follows:

Level 4

Module	Semester based/ year long	Class contact	Directed learning	Independent Learning/Assessment	Total
FN0145	Year Long	36	96	68	200
HR0154	Year Long	36	96	68	200
SM0147	Year Long	36	96	68	200
MO0124	Year Long	36	96	68	200
BM0129	Year Long	36	96	68	200
MP0422	Year Long	33	85	82	200
	TOTAL	213	565	422	1200

Average total study hours per academic year based on a 13 week period: 40 hours per week

Level 5

Module	Semester based/ year long	Class contact	Directed learning	Independent Learning/Assessment	Total
SM0269	Semester	36	72	92	200
HR0275	Semester	25	100	75	200
MK0271	Semester	36	72	92	200
NX0201	Semester	22	94	84	200
MK0273	Semester	36	72	92	200
DE1043	Semester	36	82	72	200
	TOTAL	191	492	517	1200

Average total study hours per semester based on a 13 week period: 40 hours per week

Level 6

Module	Semester based/ year long	Class contact	Directed learning	Independent Learning/Assessment	Total
NX0314	Year Long	14	0	286	300
FN0360	Semester	18	36	46	100
SM0374	Semester	36	60	104	200
MK0390	Semester	36	60	104	200
MK0386	Semester	36	60	104	200
MK0387	Semester	36	60	104	200
	TOTAL	167	276	757	1200

Average total study hours per semester based on a 13 week period: 40 hours per week

Your Placement

Newcastle Business School is the biggest provider of one year placement students in the region, placing approximately 300 students each year, across all business disciplines.

It has long been acknowledged that you as students gain from working in industry during your time at university, seeing work in reality and being able to evaluate how it links with theory that you have learnt. It also gives you an edge when applying for graduate employment.

Every Undergraduate Programme at NBS offers the opportunity of undertaking a work-based or academic Placement Year, which forms an integral part of your degree, after the second year of your course. The Placement is for one year, is assessed as part of your course as a Pass/Fail module, and gains you an extra qualification – the Licentiate of the City & Guilds of London Institute (LCGI).

It is advisable for you to start thinking about the type of placement you would like to undertake as early as possible. Newcastle Business School students are placed locally, nationally and internationally, so be prepared to be flexible regarding location when applying for placements.

A dedicated Newcastle Business School Placements Office, which is staffed every week day, except for Bank Holidays, ensures that all of you are given the opportunity of securing a placement, helping with preparation at pre-placement stage, as well as supporting you whilst you are out on your placement.

The Placements Office is situated in Room CCE1-207, on the second floor. It provides details of placement opportunities, advice for both you and the employers, and will check out employers' suitability on your behalf. The onus, however, is on you to make applications, and the Placements Office will provide assistance, as long as you help them to help you. In your second year, you will need to provide the Placements Office with a Pre-Placement Detail Form and a passport photograph. This registers you with the Placements Office and ensures that you get all the relevant information throughout the year relating to placement opportunities, interviews, company presentations, job offers, etc.

The database held by the Placements Office has nearly 4,000 employers, including multinationals, financial institutions, retailers, health authorities, SMEs and many other types of employers.

They can provide you with placement opportunities (with application details), website addresses, company information, job descriptions, contact details of students who have undertaken their placement at that company in the past, or even students who are currently on their placement with that organisation. A wide variety of employers will arrange to present to you, and conduct informal discussions, prior to interviews or assessment days, which quite often take place on campus. In addition to this, all placements need to be risk-assessed.

Some employers are also happy to run workshops to help you with assessment days and tricky application form/interview questions. This can sometimes be part of your curriculum or be held as an extra session.

Whilst on your placement, you are allocated a Placement Tutor from the Newcastle Business School Academic Staff, who will visit you to check your progress, suggest any areas for improvement, as well as discussing dissertation ideas for your final year. You are also required to submit various pieces of work during the year and a final portfolio in mid-June, which is competency based, and must pass in order for you to progress onto your final year.

Briefings about the Placement Year and the Placement Module will take place at various points during your first and second year.

If you want to find your own placement, this is perfectly acceptable as long as the job description is validated by the Academic Co-ordinator for Placements. It is also possible for you to start up your own business as your placement year. Again, all placements need to be risk assessed.

The work and academic placement coordinators are:

Christine Hopper BA (Hons) PGDip.
Work Placement Coordinator
Tel: 0191 227 4021
E: christine.hopper@northumbria.ac.uk
Room: CCE1-207

Academic Exchange Coordinator
Alison Pearce BA (Hons) MBA. European Academic Partner Liaison
Tel: 0191 227 3332
E: alison.pearce@northumbria.ac.uk
Room: CCE1-237

Andy Garton BA (Hons) Placement Administrator
Tel: 0191 227 3370
E: andy.garton@northumbria.ac.uk
Room: CCE1-207

Details of organising and administering the placement year will be notified to you in a series of sessions run in year 2 of your programme. During these sessions you will get a feel for the options, check-out the placements and speak to 3rd year students that went to the institutions in the previous year.



Nicholas Hoile
Business with Marketing BA (Hons)

Q Where was your work placement?

A Hewlett Packard, Bracknell

Q What made you think about doing placement?

A University tutors and other experienced business people highlighted to me that the experience which would be gained from doing a placement, would be extremely valuable, in addition to having a degree, when I leave university and search for graduate employment.

Q How useful did you find the Placements Office?

A They sent regular emails, advising of local, national and international placement vacancies, which were very

useful, and directly led to me applying for several vacancies. In addition, they provided valuable advice on where to look for jobs, how to apply and interview and assessment centre techniques.

Q How did you go about applying for jobs?

A Many vacancies were published by the placements office, which either required a CV and covering letter, or online application. Furthermore, I registered with websites such as milkround.com, which send you free, regular emails, listing placement vacancies and upcoming application deadlines. Additionally, I searched online for large companies, such as HP and applied to such companies directly through their websites.

Q What was one of the main things you learnt whilst on your placement?

A The whole year on placement presented a continuous learning curve. It is difficult to define one, single aspect as 'the main thing I learnt'. Placement taught me to work as part of a professional team and take initiative in work situations, in order to complete tasks to a high standard and achieve goals which were set. Effective communication skills, via email, telephone and in person were essential in my job. These are further skills which I learnt and developed during my time on placement.

In addition to this, I often accompanied my manager to important meetings, both within HP and externally. This gave me an insight into the wider business activities of our department, and presented opportunities to meet people in senior positions; enhancing my confidence in business scenarios in 'the real world', outside of university.

Overall, the entire experience of a year in the professional environment of an organisation like HP was a fantastic opportunity. The experience of being part of one of the largest organisations in the world served as a fantastic lesson in itself.

Q What would you say your main achievement has been during your placement year?

A I feel a great sense of achievement, when looking back over the many successful projects I was responsible for over the course of the year. I feel that arguably my best achievement was an idea for a marketing project, which I suggested and got approved. I was then given full responsibility to lead the design process with an agency and get the marketing project produced and implemented from start to finish. I felt this was a significant achievement, as it was the first time, in a professional, business context that an idea of mine went all the way to production and implementation.

Your Opportunities

PROGRAMME-RELATED OPPORTUNITIES



Study Abroad

At Newcastle Business School you're not tied down to the campus. Our links with overseas partners mean our students can study part of their degree wherever we have a course franchise – Singapore, Hong Kong or Europe, or with one of many European exchange partners.



Placement

Many universities and colleges offer placements. The difference with Newcastle Business School is that ALL our undergraduates are given the opportunity to spend a placement year in industry. Our dedicated Placements Office is there to help you make the right choice. All students successfully completing the placement year obtain an internally recognised City and Guilds qualification. For further information on Placements please turn to p20.

SCHOOL-BASED OPPORTUNITIES



NBS Travel Scholarship Recipients 2008 (Hao Xu, Sam Fletcher, Benneth Eves, Caroline Smith, Hannah Mattinson, David Lamph, Jamie McKeen)

Travel Scholarship

The Undergraduate Travel Scholarship offers awards of between £500 and £1000 and are available to support participation in a project involving personal and community development overseas during the summer vacation.

The bursary fund is limited and the process of allocation is competitive and detailed criteria will be issued to all NBS UG students in March.

Details of how and when to apply will be published during semester one.

Decisions will be made and communicated by the end of April.



Learn and develop a language

In today's global business languages world, languages are essential. At Newcastle Business School you can further develop existing language skills or study new ones – from all the major European languages through to Mandarin Chinese, Japanese, even British Sign Language.

Academic Skills (ASk) Seminars for International Students

Newcastle Business School offers you a year-long series of Academic Skills Seminars to help you to develop the necessary skills for completing your Exams and Assignments in your first year.

The weekly ASk seminar appears on your timetable and is an integral part of your first year study. The seminars will focus on the skills you need to complete specific tasks and activities in your business modules.

The seminars are also designed to meet your needs to express your ideas in seminars and group activities.

You will practise avoiding plagiarism and learn how to quote correctly

SCHOOL-BASED OPPORTUNITIES

Summer School

Every year 10 students from different programmes spend two weeks in Erfurt, the beautiful capital of Thuringia in Germany, at an International Summer School hosted by the University of Applied Sciences and involving students from all over the world. Flights, accommodation, tuition and excursions are all paid for by the Business School and the group is accompanied by Newcastle Business School staff.

Each Summer School has a different business theme, with lectures (in English) by international teachers and industry experts in the mornings, followed by company visits and fun activities in the afternoons and some evenings. Students also engage in international group work which culminates in a business plan competition with prizes from the sponsor. In your spare time (evenings and the middle weekend), you are free to explore the local culture or join organised trips to nearby cities such as Berlin. The school always finishes with a big ceremony and celebration on the last night. More info at www.summerschool-erfurt.de.



in order to show your knowledge and support your ideas with views of other writers.

You will cover many aspects of academic writing including structure, description, discussion, data interpretation, academic style, reports, cautious language, paraphrasing, summarising and referencing.

Contact details:

Elizabeth Porter, ASk Programme Leader,
Email: elizabeth.porter@northumbria.ac.uk

First year Newcastle Business School ASk tutor: David Hind,
Email: david.hind@northumbria.ac.uk

