



## **Bachelor of Arts with Honours in Marketing and Business Management**

These regulations must be read in conjunction with the Academic Regulations (Taught Courses). These regulations are available by going online to the Open University 'Student Policies and Regulations' website at <https://help.open.ac.uk/documents/policies>.

### **Short title**

BA (Honours) Marketing and Business Management

### **Award letters**

BA (Hons) MBM (Open)

### **Entry requirements**

None

### **Maximum duration of study**

16 years

### **Credit requirement**

360 credits

### **Stage 1 (120 credits)**

90 credits from specified compulsory modules and 30 credits from specified core option modules

### **Stage 2 (120 credits)**

120 credits from specified compulsory modules

### **Stage 3 (120 credits)**

120 credits from specified compulsory modules

### **Maximum transferred credit**

240 credits at Stages 1 and 2

### **Maximum age of credit transfer**

16 years

### **Unique study requirement**

120 credits at OU Stage 3

**Additional rules**

None