



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

Withdrawal of qualification

Approval has been given for the Bachelor of Arts (Honours) in Marketing and Business Management to be withdrawn. The final date on which it will be awarded is 31 December 2033.

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