

APPROVED

BU8199: Cooperative Industry Project Marketing

Course Details

Course Code:	BU8199
Course Title:	Cooperative Industry Project Marketing APPROVED
Short Title:	CIP Marketing
Course Level::	Level 8
Valid From::	2020/2021 Sem 1
Credits::	60
Owner:	Business
Assessment Method:	Achievement
Course Aim	This course enables students to apply the knowledge and skills acquired in the Bachelor of Business to complete a successful business project in an approved business environment. Students will gain experience of business work practices and will reflect critically on their professional and personal skills in the workplace.

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On Completion of this course, the learner will be able to	
#	Learning Outcome Description
1	Practice as a professional business person in an approved workplace environment
2	Apply the knowledge gained in the Bachelor of Business programme to complete an approved industry project
3	Reflect critically on their development and application of professional skills in the workplace
4	Demonstrate the employability skills of a work-ready Business graduate
Requisites	
<ul style="list-style-type: none"> Pre Requisite: BU6011 or BSB5011 and 45 credits at Level 8 (or BPQF Level 7 or a combination thereof) from the Bachelor of Business or 120 Credits above Level 6 (or BPQF Level 5 or a combination thereof) from the Bachelor of Business subject to Programme Committee Approval Anti Requisite: BSB7099 	

No Examinations
Other Controlled Assessments
Assessment Type Presentation
Assessment Type Direct observation
Assessment Type Direct observation
Assessment Type Viva voce examination
Uncontrolled Assessments
Assessment Type Project (Group)
Assessment Type Project (Group)

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
BBS8000	Bachelor of Business	3	Programme
BBS8001	Bachelor of Business (General)	1	Programme
BBS8010	Bachelor of Business: Marketing	3	Programme