

Programme Specification

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Please check the Programme Directory for the most up to date version:

[UG Programme Directory](#)

[PG Programme Directory](#)

Section 1 – regulatory details			
1.1	Awarding body	Wrexham University	
1.2	Teaching institution	Capital College	
1.3	Final award and programme title (Welsh and English)	MBA Marchnata MBA Marketing (Top Up)	
1.4	Exit awards and titles	N/A Any student enrolling onto a top up award who subsequently does not complete is not eligible for an exit award.	
1.5	Credit requirements	60 L7 credits	
1.6	Intake points	Capital College	Sept, Feb and May
1.7	Mode of study	Full time	
1.8	Length of delivery	1 year	
1.9	Location of delivery	Capital College, G 02 Spectrum Building Oud Metha, Dubai. PO Box 6718 Dubai, UAE	
1.10	Mode of Delivery	Capital College	Full time In person
		Capital College	Full time Online
1.11	Language of delivery	English	
1.12	Faculty	Business School	
1.13	Subject area	Business	
1.14	HECoS Code	100078	
1.15	Suitable for applicants requiring a Student Visa?	N/A	
1.16	Is DBS check required on entry?	No	
1.17	Professional, Statutory or Regulatory Body (PSRB) accreditation	N/A	
1.18	Welsh Medium Provision	The programmes will be delivered through the medium of English. Students are entitled to submit assessments in the medium of Welsh.	
1.19	External reference points	QAA Subject Benchmark Statement – Master’s Degrees in Business and Management June 2015	
1.20	Derogation to Academic Regulations	N/A	
1.21	Foundation Year route	N/A	
1.22	Placement / Work based learning	N/A – no placement	

Section 1 – regulatory details		
1.23	Length and level of the placement	N/A
1.24	Collaborative arrangement	Franchise

Section 2 – programme details

2.1 Aims of the programme

Throughout the programme of study, the emphasis is founded on the application of theoretical knowledge to business scenarios and problems where an operational solution is sought. In order to achieve this outcome, the aims of the programmes are:

- To enable students to study a major-subject programme and focus on particular aspects of a broad subject area in which they have prior knowledge or experience through previous study or employment and understand how the boundaries of new knowledge are expanded through research.
- To enable students to develop an in-depth knowledge of a new subject or field of study and acquire a critical awareness of current issues and developments in the subject.
- To develop and broaden the students in a range of techniques and systematic procedures that are required when conducting academic research linked to the subject area of business and management.
- To encourage critical skills, a knowledge of professional responsibility, integrity and ethics together with the ability to reflect on personal progress as a learner and undertake independent study.
- To enable and promote students in the development of a research proposal within an area of individual interest, and subsequently undertake an extended piece of research that includes a critical review of existing literature or other scholarly outputs that makes up a significant proportion of the programme's assessments, and may be more specialised in an area of employment or practice related to a particular profession.
- To equip students with a range of techniques and methods applicable to professional activities and skill possession as a means of enhancing future employment prospects through the demonstration of originality and creativity in making sound judgements in the absence of complete data.
- To support effective communication, the exercise of initiative, self-direction and autonomy

The inclusion of the Marketing route is curated and designed for inquisitive graduates who wish to develop both the fundamental and applied marketing theories and applications that will help them succeed as marketing directors or executives. The overarching teaching and learning strategy which encompasses current business issues together with issues arising within the students' workplaces, if, and where appropriate. This ensures the three-fold framework of skills, mind-set and knowledge are oriented towards this particular body of knowledge throughout the duration of the taught element of the programme for students electing to take this route. When progressing to the Dissertation route there would be a clear expectation for the student's research questions to focus on a topic that would benefit from research into Marketing.

2.2 Programme structure and diagram, including delivery schedule

Capital College Full-time Programme Structure (September intake)

Level	Module Code	Module Title	Credit Value	Core/ Option	Delivery (i.e. semester 1,2)
7	BUS7B63	Dissertation	60	Core	1

Capital College Full-time Programme Structure (February intake)

Level	Module Code	Module Title	Credit Value	Core/ Option	Delivery (i.e. semester 1,2)
7	BUS7B63	Dissertation	60	Core	2

Capital College Full-time Programme Structure (May intake)

Level	Module Code	Module Title	Credit Value	Core/ Option	Delivery (i.e. semester 1,2)
7	BUS7B63	Dissertation	60	Core	3

2.3 Programme Learning Outcomes							
No.	Learning Outcome	K	I	S	P	Masters (L7) Top Up	Optional Ref (PSRB standards)
1	Demonstrate a critical appreciation of concepts, principles and theories related to business strategies and a range of applications	☒	☐	☐	☐	☒	
2	Evaluate the contribution to which roles and interactions contribute to a successful, contemporary organisation	☒	☐	☐	☐	☒	
3	Demonstrate insight related to the effectiveness and nature of the stakeholder communications and influence	☒	☐	☐	☐	☒	
4	Appreciate the principles of management decision making and the ways in which they contribute to business efficiency, growth and development	☒	☐	☐	☐	☒	
5	Undertake critical thinking to provide a judgement	☐	☒	☐	☐	☒	
6	Work autonomously to identify and interpret relevant principles and procedures to present analytical resolution	☐	☒	☐	☐	☒	
7	Bring together theoretical facts and ideas to present synthesis in support of a proposal or argument or solve a business problem	☐	☒	☐	☐	☒	
8	Develop an awareness of emotional intelligence in self and others as a means of influencing behaviour from a management perspective	☐	☒	☐	☐	☒	
9	Use relevant communication channels and tools for applications throughout business and management situations	☐	☐	☒	☐	☒	
10	Interpret business information systems for managerial applications	☐	☐	☒	☐	☒	
11	Implement appropriate strategies to support enterprise development and change	☐	☐	☒	☐	☒	
12	Demonstrate and promote an ethical approach to underpin business practice	☐	☐	☒	☐	☒	
13	Synthesise both orally and in writing by drawing on relevant information, summarising and interpreting	☐	☐	☐	☒	☒	
14	Master numeracy skills, data analysis and statistical interpretations	☐	☐	☐	☒	☒	
15	Work independently to manage personal development and exercise time - management and prioritisation	☐	☐	☐	☒	☒	
16	Contribute in an effective manner to evident based decision making in order to influence people and outcomes	☐	☐	☐	☒	☒	

2.3 Programme Learning Outcomes							
No.	Learning Outcome	K	I	S	P	Masters (L7) Top Up	Optional Ref (PSRB standards)
17	Demonstrate understanding of consumer behaviour	☒				☒	
18	Identify and interpret relevant theory in context		☒			☒	
19	Interpret relevant principles and how this influences business and marketing strategy			☒		☒	
20	Work effectively and contribute relevant skills				☒	☒	

Note: K- Knowledge and understanding; I-Intellectual Skills; S-Subject Skills; P-Practical, professional and employability skills

2.4 Learning and teaching strategy

Learning and teaching undergoes a change in style at the Dissertation stage. Individual specialist supervision is provided to support the student through the individual chapters which make up the submission and work within the confines of the research design and question.

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute as a means of developing critical skills. Tutorials will be activity based using real world case studies and live examples to apply the theory into practice and develop their decision making and evaluating skills. In addition, students will be encouraged to undertake self-directed study and further research on selected topics to acquire additional perspectives which will provide them with a deeper understanding of the topics covered.

Advice, guidance, and feedback from formative and summative assessment will be provided as a mechanism to acquire and develop learning skills and understand sound academic practice, using, wherever possible, the cross programme virtual learning environment.

Active Learning Framework

Wrexham University's Active Learning Framework (ALF) making extensive use of the pedagogies implemented during the COVID-19 pandemic and encouraging continuous innovative teaching methods, with a focus on improved and enhanced student experience, through the use of available technology. As the programme is intended for blended delivery, E Learning is central with the flexibility which is embedded into the programmes utilising technology throughout the delivery. This enables material to be available for students to access at convenient times and re-visit material independently as part of their independent studies and for revision purposes.

Students will be encouraged to participate in extra curricula events when relevant guest speakers and specialists are invited to share best practice. Networking opportunities and collaborative openings provide periodic enhanced learning routes. Periodically guest speakers contribute to specific modular delivery, however this is entirely dependent upon availability and, should this distinctive opportunity arise, it takes place at relatively short notice during teaching weeks. Recorded material is also used to replace live guest speakers and provide insights into business systems and practice.

Capital College - Online Learning and Teaching Strategy

Online delivery combines synchronous (real-time) and asynchronous learning opportunities, enabling a flexible experience that can adapt if on-campus access is restricted. Learning activities are designed to support active and creative student engagement and foster a strong sense of belonging within the online cohort. Synchronous live sessions include group projects, discussion boards and peer review. Learning activities are accessible to all students, including those with specific learning needs.

2.5 Assessment strategy

Assessments are written in a manner which incorporates subject specific theory and content together with consideration of professional practice and educational scholarship based on current scenarios, where applicable.

Each assessment pack includes the standard Masters level marking criteria as a foundation for consistency and provided clarity with regard to the subsequent academic judgements.

2.5 Assessment strategy

The Assessment Strategy is based on commentary provided with the UK Quality Code for Higher education that: Assessment and feedback practices are informed by reflection, consideration of professional practice, and subject-specific and educational scholarship to develop assessment activities which are closely connected with real-world situations or tasks.

Criteria for assessment marking are included with each assessment document to clearly articulate and promote consistency at each level and a shared understanding of the basis on which academic judgements are made.

The assessment for the MBA Marketing Top Up programme is a dissertation or business research project. There would be a clear expectation for the student's research questions to focus on a topic that would benefit from research into Marketing. The extended writing piece will be framed by research questions, derived from reviewing academic literature/business data and subsequently creating the appropriate research methodology, completing data collection & analysis which leads to further discussion and conclusions. This will aid future application of strategic recommendations or areas for future research.

Feedback provision will be in accordance with current policies and practices in place throughout the Institution to support ongoing progression and development, this may be in electronic format. Up to date details are provided in the annual Programme Handbook.

All assessments are subject to inclusion in current quality practices which include second marking of a satisfactory sample and external examiner scrutiny.

2.6 Disclaimer

Throughout quality assurance processes we have ensured that this programme engages with and is aligned to:

- [Academic Regulations](#)
- [The University Skills Framework](#)
- [Welsh Language Policy](#)
- [Equality and Diversity Policy](#)
- [The Student Union offers support for students](#)

Section 3 – Programme set up (office use only)

3.1	Framework	FRAME066_SEP / FRAME066_FEB
3.2	Cost centre	GABP
3.3	Course type (HESA)	N/A
3.4	Fee model	Other If other, please specify Partner provision
3.5	Are any modules taught over either multiple periods or across the HESA year (defined as running 1st August - 31st July)	Yes
3.6	Student funding model	Student funded
3.7	Does the Suitability for Practice Procedure apply to the programme?	No
3.8	Programme Leader	Teresa Malinga

Section 3 – Programme set up (office use only)		
3.9	Date of Approval	April 2022 (Top Up awards)
3.10	Date and type of Revision	04.06.2026: CMAP approval to formalise online delivery for Capital College within the approved mode of attendance (AM2 modification).