

BU8199 Cooperative Industry Project Marketing



**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.

<b>Short Title</b>	CIP Marketing	<b>Version</b>	1
<b>Faculty</b>	Business	<b>Effective From</b>	September, 2016
<b>Credits</b>	60	<b>NQF Level</b>	8
<b>Pre-requisites</b>	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	<b>Student Contact hrs</b>	35
<b>Co-requisites</b>	None	<b>Self-directed hrs</b>	540
<b>Anti-requisites</b>	BSB7099	<b>Other directed hrs</b>	25
		<b>Total learning hrs</b>	600

Learning Outcomes	On successful completion of this course, students will be able to:	NQF Sub-strand
1	Practice as a professional business person in an approved workplace environment	Autonomy, Responsibility, Context
2	Apply the knowledge gained in the Bachelor of Business programme to complete an approved industry project	Practical Application of knowledge
3	Reflect critically on their development and application of professional skills in the workplace	Generic, Problem Solving and Analytical Skills
4	Demonstrate the employability skills of a work-ready Business graduate	Generic, Problem Solving and Analytical Skills