



Programme Specification

Conservation Leadership [Zoo]

Version: 2023-24, v1.0, 20 Dec 2022

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Conservation Leadership [Zoo]

Highest award: MSc Conservation Leadership

Interim award: PGCert Conservation Leadership [Frenchay] [Bristol Zoo Gardens]

Interim award: PGDip Conservation Leadership [Frenchay] [Bristol Zoo Gardens]

Awarding institution: UWE Bristol

Affiliated institutions: Bristol Zoological Society

Teaching institutions: Bristol Zoological Society, UWE Bristol

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

Department responsible for the programme: HAS Dept of Applied Sciences,
Faculty of Health & Applied Sciences

Contributing departments: Not applicable

Professional, statutory or regulatory bodies: Not applicable

Apprenticeship: Not applicable

Mode of delivery: Full-time, Part-time

Entry requirements: For the current entry requirements see the UWE public website.

For implementation from: 01 September 2023

Programme code: C1N212

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: The MSc Conservation Leadership has been developed to fill a skill gap in the field of applied wildlife conservation, offering a versatile, forward-facing, practice-oriented content that will maximise students' employability and cultivate the next generation of conservation leaders. As such, the degree is aimed at early career professionals and recent BSc/MSci/BA graduates that want to gain experience in conservation leadership and project management to pursue a career in conservation leadership or seek an internal promotion within their current organisation. The Programme is offered as a one year full-time or two year part-time postgraduate degree.

The programme has been developed and is delivered in partnership with Bristol Zoological Society (BZS) a world-renown institution in the field of wildlife conservation. This co-delivery, combining UWE Bristol's practice-led teaching with BZS's world leading expertise in conservation science, active internationally within 8 countries, provides an ideal environment for this programme.

Students will learn the theoretical and practical elements that underpin the design, implementation and evaluation of a conservation project, such as strategic planning, priority setting and task management, theory of change, fundraising and budgeting, communication skills, stakeholder engagement, fundraising, fund management and forecasting, digital marketing financial and operational sustainability and more. Importantly, students will have the opportunity to shadow a conservation project leader over 6 months, co-developing their roles and responsibilities with their assigned project leader and thus creating a bespoke work-based practical experience that best suits the student's career path and aspirations. Example of such projects are the conservation of Western lowland gorillas in Equatorial Guinea, reintroduction and monitoring of native UK crayfish, and conservation of heart-bled dove in the Philippines. Moreover, the content will be delivered by highly-experienced wildlife and conservation scientists, many of whom lead their own

conservation and research projects.

While the Programme focuses on establishing and running successful conservation projects, module content will not be specific to conservation. As such, students are expected to be equipped with previous theoretical and practical knowledge in the sector. The Programme's and Modules' Reading Lists include sources that students could be used to further explore this topic.

Educational Aims: This programme aims to create graduates who can address real world local and global challenges, relevant to conservation. Graduates will be able to design, manage and deliver impactful, evidence-based conservation projects in a trans-cultural environment.

This programme will produce future conservation project leaders, who will have the skills to develop sustainable, ethical and feasible projects, through an understanding of the financial and business responsibilities needed to meet legal, logistical and/and financial requirements.

Programme Learning Outcomes:

On successful completion of this programme graduates will achieve the following learning outcomes.

Programme Learning Outcomes

- PO1. Demonstrate in-depth knowledge of the various factors that contribute to the successful design, management and implementation of conservation projects and case study scenarios.
- PO2. Apply subject-related skills to successfully manage projects, including training and management staff in a culturally diverse environment, priority setting, project monitoring, risk management, preparation of deliverables, and stakeholder engagement.
- PO3. Critically reflect on the effectiveness of conservation projects based on scientific literature, making evidence-based recommendations to increase a project's impact.
- PO4. Ability to identify diverse sources of funding and various revenue-generating mechanisms for conservation funding.

- PO5. Create, utilise and evaluate business plans to suit conservation projects.
- PO6. Design a communication strategy and identify, engage and effectively communicate with different stakeholders using appropriate media and resources.
- PO7. Develop goals, time and self-management plans to successfully complete a placement and critically evaluate individual performance.

Part B: Programme Structure

Year 1

Full time students must take 180 credits from the modules in Year 1.

Part time students must take 90 credits from the modules in Year 1.

Part time students take Conservation Communication and Marketing and Conservation Leadership in Practice modules in Year 2.

Year 1 Compulsory modules (Full Time)

Full time students must take 180 credits from the modules in Compulsory Modules (Full Time).

Module Code	Module Title	Credit
USSYHD-30-M	Conservation Business and Finance 2023-24	30
USSYHC-30-M	Conservation Communication and Marketing 2023-24	30
USSYHE-30-M	Conservation Impact 2023-24	30
USSYHF-60-M	Conservation Leadership in Practice 2023-24	60
USSYHB-30-M	Conservation Project Management 2023-24	30

Year 1 Compulsory Modules (Part Time)

Part time students must take 90 credits from the modules in Compulsory Modules (Part time).

Module Code	Module Title	Credit
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USSYHD-30-M	Conservation Business and Finance 2023-24	30
USSYHE-30-M	Conservation Impact 2023-24	30
USSYHB-30-M	Conservation Project Management 2023-24	30

Year 2

Part time students must take 90 credits from the modules in Year 2.

Year 2 Compulsory Modules (Part Time)

Part time students take 90 credits from the modules in Compulsory Modules (Part Time).

Module Code	Module Title	Credit
USSYHC-30-M	Conservation Communication and Marketing 2024-25	30
USSYHF-60-M	Conservation Leadership in Practice 2024-25	60

Part C: Higher Education Achievement Record (HEAR) Synopsis

Successful graduates will have first-hand experience and in-depth knowledge in project leadership, marketing, communication and business strategies to design, develop and implement financially sustainable conservation projects with a positive impact on wildlife. Graduates will have benefited from working with internationally recognised academics and conservationists leading their own conservation projects, and/or with extensive experience of leading such projects. The degree makes practice-led teaching a centrepiece in its curriculum, providing students with real-world experience that will enhance their employability and career prospects.

Part D: External Reference Points and Benchmarks

In developing this programme, we have considered the following elements:

UWE Bristol's 2030 Transforming Futures Strategy, by (1) developing and delivering

the degree with the Bristol Zoological Society, an iconic British institution and a world-leader in conservation science; (2) making practice-led teaching a centrepiece of its curriculum, (3) providing content that fills a current skills-gap in the market and thus maximises graduate's employment opportunities, and (4) empowering students and graduates to pursue solutions to environmental global challenges.

Part E: Regulations

Approved to University Regulations and Procedures.