



Programme Specification

Business Management and Economics

[Sep][SW][Frenchay][4yrs]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Business Management and Economics [Sep][SW][Frenchay][4yrs]

Highest award: BA (Hons) Business Management and Economics

Interim award: BA Management and Economics

Interim award: DipHE Business Management and Economics

Interim award: CertHE Business Management and Economics

Awarding institution: UWE Bristol

Affiliated institutions: Not applicable

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: Yes

Sandwich year: Yes

Credit recognition: No

Department responsible for the programme: FBL Dept of Accounting Economics & Finance, Faculty of Business & Law

Contributing departments: Not applicable

Professional, statutory or regulatory bodies:

Chartered Institute of Marketing (CIM)

Apprenticeship: Not applicable

Mode of delivery: Sandwich

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

For implementation from: 01 September 2018

Programme code: N1NU-SEP-SW-FR-N1N7

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: The BA (Hons) Business Management and Economics offers students an opportunity to study core economics modules alongside a current and integrated business management education covering the main disciplines and operational areas of business.

Educational Aims: The programme is designed to help students to become knowledgeable and skilful in managing people and processes in business and to build strong analytical skills in Economics that enable them to make more informed decisions about how national and global economic events may affect their place of work. Another key feature is that, issues concerning sustainability, ethical decision-making and global citizenship are strongly embedded in the programme. The programme draws on cutting edge knowledge based on contemporary research and topical scholarly activities and offers an excellent opportunity to acquire in-depth knowledge, and to develop critical thinking skills to solve business and economic problems creatively. The programme is designed to foster quantitative and qualitative research skills, which, together with a balanced business management and economics content, provides students with a strong foundation to pursue postgraduate study in either subject.

Programme Learning Outcomes:

Knowledge and Understanding

- A1. Management and development of people and organisations
- A2. Economic concepts, theory and application tools
- A3. The nature of organisations, work and management

- A4. The management of resources and operations
- A5. Ethical decision making, sustainability, global citizenship and the management of change
- A6. The use of accounting and the sources, uses and management of finance
- A7. Sources and context of economic and business data
- A8. Quantitative and qualitative research methods and computing techniques
- A9. The nature of markets and customers and the role of marketing
- A10. Economic policy and business strategy
- A11. Markets, policy and the global business environment
- A12. Knowledge appropriate to programme subject specialisms

Intellectual Skills

- B1. Gather and critically evaluate evidence and information from a range of sources
- B2. Identify and analyse business and economic problems in a range of contexts using appropriate concepts and frameworks
- B3. Draw conclusions, develop judgements, create and evaluate alternative solutions and make decisions on their application
- B4. Apply these skills in a range of complex and unpredictable contexts

Subject/Professional Practice Skills

- C1. Leadership, people and process management
- C2. Problem solving, critical analysis, induction and deduction
- C3. Research skills, quantification, evaluation and design
- C4. Creativity and enterprise
- C5. Effective communication and interpersonal skills

Transferable Skills and other attributes

- D1. Work effectively alone
- D2. Work effectively in groups
- D3. Present, discuss and defend ideas concepts and views through formal and informal written and spoken languages
- D4. Extract, process and present numerical information for a given purpose
- D5. Use information technology
- D6. Manage own time and workload
- D7. Take responsibility for own learning
- D8. Reflect on own performance and respond positively to feedback
- D9. Transfer knowledge and skills across different settings
- D10. Develop a strong sense of self and the life-long learning skills to make an ongoing contribution to society at large

Part B: Programme Structure

Year 1

Year 1 Compulsory modules

Module Code	Module Title	Credit
UMEDRR-15-1	Economic Reasoning 2020-21	15
UMCDMX-15-1	Introduction to Management 2020-21	15
UMEDMC-15-1	Introductory Macroeconomics 2020-21	15
UMEDKN-15-1	Introductory Microeconomics 2020-21	15
UMED8J-15-1	Statistics and Data Management 2020-21	15
UMAD4V-15-1	Understanding Business and Financial Information (Accounting, Economics and Finance) 2020-21	15

UMOD64-15-1	Understanding Organisations and People (Accounting, Economics and Finance) 2020-21	15
UMKD6K-15-1	Understanding the Principles of Marketing (Accounting, Economics and Finance) 2020-21	15

Year 2

Year 2 Compulsory modules

Module Code	Module Title	Credit
UMED8S-15-2	Economic Theory, Policy and Applications 2021-22	15
UMED8U-15-2	Good Business, Bad Business and Sustainability 2021-22	15
UMAD5J-15-2	Management and Cost Accounting 2021-22	15
UMPDM3-15-2	Managing People 2021-22	15
UMMDP3-15-2	Operations and Business Systems 2021-22	15
UMADMJ-15-2	Research Methods for Business (Accounting, Economics and Finance) 2021-22	15

Year 2 Optional Modules

Students take two options from the following option modules to a total of 30 credits.

Module Code	Module Title	Credit
UMMDFY-15-2	Digital Business Management 2021-22	15
UMED8Q-15-2	Economics of Money and Banking 2021-22	15
UMEDSY-15-2	Economics of Race, Inequality and Justice 2021-22	15

UMED8R-15-2	Emerging Economies 2021-22	15
UMSD7Q-15-2	Entrepreneurship and Small Business 2021-22	15
UMED8P-15-2	International Trade and Multinational Business 2021-22	15
UMED8M-15-2	Introductory Econometrics 2021-22	15
UMEDP5-15-2	The Wellbeing of People and Society 2021- 22	15

Year 3

Placement or Study Year Abroad (SYA):

Students on the sandwich route (SW) must choose and pass one of the following options both of which aim to enable students to contextualise their academic learning in an applied business and/or cultural context:

Work Placement: a significant period of paid employment or self-employment normally in the field relevant to the specialism of the degree.

Students must complete the 15 credit level 3 module, Learning Placement UMCDN5-15-3. This module assesses the student's personal development, from the experience of placement and their ability to identify issues relevant to their Placement's organisational context and to then frame, scale and position a critical work-based enquiry relevant to the specialism of the degree.

Study Year Abroad, which consists of two semesters of study at a partner institution abroad.

Students must complete the 15 credit level 3 module, Learning and Development on Study Year Abroad (UMCD9Y-15-3). This module assesses the student's personal development from the experience of SYA and their ability to evidence crosscultural awareness and analysis of the country in which they have been studying.

In addition, whilst at the partner institution students must have studied and attempted assessments in modules totalling 60 ECTS, of which 50-55 ECTS should be in modules related to their programme of study at UWE with a further 5-10 ECTS in the language of the host country. If the advent of failing any modules students must be able to demonstrate engagement i.e. that they have attended classes and sat the exams.

To be eligible for either Placement or SYA students would normally be expected to have passed a minimum of 210 credits

Year 3 Compulsory Placement or Study Year Abroad Modules

Students take one of the following optional modules

Module Code	Module Title	Credit
UMCD9Y-15-3	Learning and Development on Study Year Abroad 2022-23	15
UMCDN5-15-3	Placement Learning 2022-23	15

Year 4

Students must take 105 credits in Year 4.

Year 4 Compulsory Modules

Module Code	Module Title	Credit
UMED94-15-3	Applied Economics 2023-24	15
UMODML-15-3	Managing Organisational Change 2023-24	15
UMSD7T-15-3	Strategic Management 2023-24	15
UMED95-15-3	Sustainable Business 2023-24	15

Year 4 Compulsory Project Module

Students choose one of the compulsory Project modules

Module Code	Module Title	Credit
UMCDHU-30-3	Applied Business Project 2023-24	30
UMCDFS-30-3	Business Project 2023-24	30
UMED8Y-30-3	Project 2023-24	30

Year 4 Optional Modules

Students choose one 15 credit option module

Additional options, as appropriate and available, may be offered through the annual Online Module Choices process each year.

Module Code	Module Title	Credit
UMED99-15-3	Behavioural Economics 2023-24	15
UMMD7N-15-3	Competing Through Quality 2023-24	15
UMCDKD-15-3	Cross Cultural Learning and Development 2023-24	15
UMED96-15-3	Econometrics 2023-24	15

UMED97-15-3	Economic Issues in International Business 2023-24	15
UMED8V-15-3	Economics of International Financial Markets 2023-24	15
UMEDJA-15-3	Feminist and Gender Economics 2023-24	15
UMADQK-15-3	Financial Technology 2023-24	15
UMKD6Q-15-3	Global Marketing Management 2023-24	15
UMSDMK-15-3	Integrated Business Management Simulation 2023-24	15
UMADKB-15-3	Islamic Banking and Finance 2023-24	15
UMOD6F-15-3	Organisational Leadership 2023-24	15
UMEDKE-15-3	Political Economy 2023-24	15
UMED8X-15-3	The Economics of Developing Countries 2023-24	15

Part C: Higher Education Achievement Record (HEAR) Synopsis

The programme prepares students for a broad range of careers in business and commerce. A range of well-integrated modules in Business Management and Economics, which are informed by cutting-edge research by our expert staff, ensures that students have up-to-date knowledge and skills and can flexibly follow their interests and talents within the programme. Engagement with a real-world, applied context is key to successful learning. Social responsibility and ethical standards are strongly embedded in core modules. Graduates are able to demonstrate excellent managerial skills and strong analytical expertise informed by contemporary economic ideas.

Part D: External Reference Points and Benchmarks

QAA UK Quality Code for HE

Framework for higher education qualifications (FHEQ)

Subject benchmark statements

Strategy 2020

University policies

Staff research projects

Any relevant PSRB requirements

Any occupational standards

Part E: Regulations

Approved to University Regulations and Procedures