



Module Specification

BIM in Business and Practice

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Part 1: Information

Module title: BIM in Business and Practice

Module code: UBLMM4-30-M

Level: Level 7

For implementation from: 2026-27

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Architecture and Environment

Partner institutions: None

Field: Architecture and the Built Environment

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module explores the strategic application of Building Information Modelling (BIM) and digital technologies in business and practice. Students will evaluate organisational challenges, develop BIM-related business cases, and design transition roadmaps tailored to specific digital objectives. Emphasis is placed on applying best practices, addressing real-world problems, and engaging critically with emerging technologies. Through individual presentations and reports, students will collaborate with industry partners, propose digital solutions, and reflect on their

strengths and limitations. The module develops critical evaluation, innovation, professional communication, and autonomy, aligning with industry standards and UWE's graduate attributes.

Features: Not applicable

Educational aims: This module aims to equip postgraduate students with the critical ability to evaluate, justify, and lead digital transformation in built-environment organisations. By integrating advanced BIM theory with organisational data, students will construct evidence-based business cases and transition roadmaps, sharpening analytical, communication, and change-management skills through professional presentations and reports.

Outline syllabus: Topics covered are likely to include, but are not limited to:

Introduction to BIM in Business Contexts
Organisational Strategy and Digital Transformation
Developing a BIM Business Case
Digital Technologies and Best Practice
Transition Planning and Roadmapping
Research and Evidence-Based Practice
Communication and Professional Presentation
Independent Project Work

Part 3: Teaching and learning methods

Teaching and learning methods: This is a project-based module that requires students to take substantial responsibility for their own learning. Students are expected to work unsupervised for a significant proportion of the study hours, engaging in independent research, reflection, and project development in line with the expectations of study at Level 7. Scheduled contact time provides guidance and structure, but much of the module relies on students' ability to manage their learning and apply concepts autonomously.

The module will be delivered through a blend of lectures, seminars, technical

workshops, and tutorials, supported by independent project work and digital resources. Case-based discussions, analysis of business cases, and applied problem-solving activities will help students to evaluate theory in practice.

Scheduled Learning

Lectures will introduce advanced BIM theory, frameworks, and practices in digital business strategy. Seminars and workshops will provide space to explore these topics through business case analysis and applied exercises. Tutorials will support students in refining their own projects, with formative feedback through peer discussion and tutor guidance.

Independent and Unsupervised Learning

Students will spend a significant portion of their learning time working independently, without direct supervision. This will include researching digital technologies, evaluating case studies, analysing organisational data, and developing business cases. Students are expected to manage their time effectively, demonstrate autonomy in inquiry, and apply concepts to their own projects. The Virtual Learning Environment (VLE) will supplement independent study, offering resources, discussion forums, and opportunities for remote feedback.

Formative Work

Formative activities will include:

- Developing and presenting a rationale for the chosen business case;
- Drafting elements of a BIM business case aligned with organisational needs;
- Peer critique of project concepts;
- Reflecting on digital solutions, business processes, and change-management strategies.

Formative feedback will prepare students for the individual presentation (30%) and the final report (70%), which form the summative assessment for the module.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Evaluate a project and develop a BIM-related business case in collaboration with an organisation, proposing solutions aligned to its specific needs.

MO2 Design and justify a transition plan and implementation roadmap of the given project in a business context.

MO3 Critically apply current and emerging best practices in digital technologies to address challenges and support innovation in the built environment.

MO4 Develop and critically evaluate digital solutions that enhance business performance, incorporating reflective insight into their innovation potential.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 218 hours

Face-to-face learning = 82 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ublmm4-30-m.html) via the following link <https://uwe.rl.talis.com/modules/ublmm4-30-m.html>

Part 4: Assessment

Assessment strategy: The Strategy

The module assessment is structured to ensure students engage with the business case process early and develop their work progressively towards a final written submission. The two tasks provide formal engagement points to monitor student progress and enable feedback that supports achievement of the module learning outcomes.

The Assessment

1. Individual Presentation (30%) – 10 minutes plus Q&A

Each student will present a business case for advancing an organisation's BIM capability through a targeted digital technology solution. The presentation, delivered in the early part of the module, will:

Demonstrate a well-reasoned, evidence-based business case,
Show critical engagement with best practice and emerging trends in BIM and digital technologies,
Present a draft transition plan (roadmap) outlining implementation pathways and expected benefits.

This assessment develops students' ability to communicate persuasively to technical and non-technical audiences and provides an early checkpoint for formative and summative feedback.

2. Individual Report (70%) – 2,000 words

Each student will independently research, develop, and evaluate a digital technology solution tailored to an organisational problem or opportunity. The report will:

Detail the rationale and context for the selected solution,
Critically analyse the strengths, limitations, and feasibility of the business case,
Reflect on the process of development and its potential to improve organisational performance.

The report assesses students' ability to apply research, demonstrate originality, and critically reflect on digital business case development in line with professional and academic standards.

Resit Assessment

Presentation (30%) – Students who fail or are absent at first sit will normally give an individual presentation on their business case. This must demonstrate how they have addressed feedback and refined their transition plan.

Report (70%) – Students will submit a revised 2,000-word report under a similar brief, within the chosen topic or organisational context.

Formative Feedback

Formative feedback is embedded throughout the module. Students will receive:

Ongoing feedback in seminars and workshops, particularly on the development of their business case;

Peer and tutor feedback during draft presentations;

One-to-one or small group discussions (face-to-face, online, or via VLE/email) to refine their ideas;

Guidance on linking research, organisational data, and digital technology evaluation to assessment tasks.

This ensures students are supported to progressively meet the module learning outcomes and develop autonomy in their professional and academic work.

Assessment tasks:

Presentation (First Sit)

Description: Individual Presentation (10 minutes plus Q&A)

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Written Assignment (First Sit)

Description: Report (2000 words).

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO4

Presentation (Resit)

Description: Individual Presentation (10 minutes plus Q&A)

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Written Assignment (Resit)

Description: Report (2,000 words).

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

BIM in Design, Construction and Operation [Frenchay] MSc 2026-27

BIM in Design, Construction and Operation [Frenchay] MSc 2026-27

BIM in Design, Construction and Operation [Frenchay] MSc 2026-27

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