



Module Specification

Client Facing Briefing

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	5

Part 1: Information

Module title: Client Facing Briefing

Module code: UMEDT4-15-3

Level: Level 6

For implementation from: 2027-28

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Economics

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: Yes

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: The Level 6 module offers an immersive exploration into workplace-based skills crucial for aspiring professionals, focusing on negotiation techniques, effective team dynamics, and tailored communication strategies for diverse audiences (generic or workplace competence).

Additionally, students delve into the intricate process of consulting for economists, covering problem identification, data analysis, recommendation formulation, and client presentation. Through the client-facing briefing students develop their

reflective professional skills that underpins not only the work in this module but underpins their professional development across the Level 6 programme. Emphasis is placed on ethical considerations, encouraging students to critically evaluate the implications of their recommendations on stakeholders and society at large.

Features: Not applicable

Educational aims: The client-facing briefing is an opportunity for students to demonstrate empathetic framing, curation of evidence and the translation of complicated economic analysis into materials for a wider public. These are competences expected of a graduate economic analyst.

The module allows students to gain a critical understanding of the world of work. The module aims to provide students with the opportunity to acquire workplace-based skills, including negotiation, effective team dynamics management, and communication strategies tailored to various audiences. They critically engage with systematic processes to formulate a problem and present solutions/outcomes to clients on their commissioned projects. They also demonstrate ethical and professional behaviours inherent in consulting for clients.

Outline syllabus: Typically, this module will cover:

Personal and Professional Skills Development related to sense making, critical reflection and reflective practice for economic/financial/business analysts.

Communication skills associated with communicating technical evidence to a professionalised but non-technical audience/readership.

Part 3: Teaching and learning methods

Teaching and learning methods: The teaching and learning method will follow the 3Ps framework (Prepare, Practise, and Participate). The delivery will follow a problem based learning approach.

Prepare:

Students develop an understanding of the topics from interactive lectorials,

supplementary material in reading lists, videos and tutor prepared summaries.

Participate:

Students apply their learning to business scenarios in tutorials, working in groups to test out the practical frameworks, using templates to walk through complex scenarios.

Practise:

The teaching and learning strategy is geared towards active, self managed learning, with the student taking responsibility for initiating, planning and executing the work commissioned. A structured framework of support will be provided through a range of online lecture materials and regular facilitated workshops, many of which will be specifically contextualised to the specialist aspects of the client brief.

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

MO1 Creatively deploy communication skills appropriate for an evidence-based client briefing across multiple media.

MO2 Critically evaluate professional practice.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umedt4-15-3.html) via the following link <https://uwe.rl.talis.com/modules/umedt4-15-3.html>

Part 4: Assessment

Assessment strategy: The assessment task for this module takes the form of an individual portfolio that will include: a ten-minute briefing for a client, a briefing note

that complements the briefing and a reflective piece where the student undertakes a 360 review of their performance on this task. This models the process of workplace learning for the student as they develop their pre-professional identity prior to graduation.

The professional practice portfolio comprises of:

A 10-minute presentation - oral briefing for the "client".

A 2-page briefing document.

A reflective 360 review on their professional performance through the assessed work.

Assessment tasks:

Portfolio (First Sit)

Description: A portfolio comprising 3 activities.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Portfolio (Resit)

Description: A portfolio comprising 3 activities.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Economics {Foundation}[Frenchay] BA (Hons) 2024-25

Economics {Dual} [Taylors] BA (Hons) 2025-26

Economics [Frenchay] BA (Hons) 2025-26

Business Management and Economics [Frenchay] - WITHDRAWN BA (Hons) 2025-26

Business Management and Economics {Foundation} [Frenchay] - WITHDRAWN BA (Hons) 2024-25

Economics {Foundation} [Frenchay] - WITHDRAWN BA (Hons) 2024-25

Banking and Finance {Foundation} [Frenchay] - WITHDRAWN BSc (Hons) 2024-25

Economics {Foundation} [Frenchay] - WITHDRAWN BSc (Hons) 2024-25

Economics [Frenchay] - WITHDRAWN BA (Hons) 2025-26

Banking and Finance [Frenchay] - WITHDRAWN BSc (Hons) 2025-26

Economics [Frenchay] - WITHDRAWN BSc (Hons) 2025-26

Economics {Dual} [Taylors] WITHDRAWN BA (Hons) 2025-26