



Module Specification

Professional Development : Business Simulation

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Part 1: Information

Module title: Professional Development : Business Simulation

Module code: UMST9A-30-3

Level: Level 6

For implementation from: 2027-28

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Strategy and International Business

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 serves as a capstone function in drawing together strands of learning from the module and the programme more widely through an integrative, problem-based project.

This capstone module also completes the “professional practice” strand for the Business and Management programme.

Features: Business Simulation

Educational aims: Building on the related “professional practice” modules at Levels 4 and 5, students critically evaluate their capabilities. They develop and practice new skills required to support their chosen future.

Through reflective practice, collaborative working, and the synthesis of knowledge and understanding gained throughout their university experience, they have developed the self-awareness, skills and attributes necessary to graduate with a clear and realistic exit strategy.

The module also aims to integrate learning from a range of different disciplines and approaches (underpinned by prior programme learning) to holistically explore complex organisational situations.

Effectively engage in practice-based learning through the application of a range of theoretical approaches, analytical techniques and tools, to develop and implement strategic recommendations for achieving project objectives

Systematically understand the interrelationship of organisation theory and organisational practice.

Reflect critically on the ethical dilemmas and organisational challenges.

Reflect critically on own personal development and the need for personal change in order to achieve preferred future

Outline syllabus: As a capstone module the intention is to draw together student learning from the programme of study. This will be achieved through engagement with a business simulation, which will involve the management of a virtual company in a competitive environment. This module will require the application of knowledge previously acquired in the areas of strategy development and strategy implementation, marketing, finance, human resources and operations management.

For professional development, students will continue to develop their professional practice through exploration of self-management and reflection, working with others,

wellbeing and resilience, social development and networking and related topics. Given that this module focuses on the development of self-awareness and professional competencies, it is recognised that learning is necessarily “spiral” in nature, and so the syllabus builds on Levels 4 and 5.

The above content is indicative and will require consideration of links between topics/fields of study.

Part 3: Teaching and learning methods

Teaching and learning methods: The module uses taught sessions to provide an overview of topic areas, but emphasis is placed on practice and participation where problems/case studies/presentations/discussions generate insight into the usefulness of theoretical approaches.

Preparation and independent study involves students using a range of reading material such as books, journals and professional publications to deepen their understanding of the concepts introduced during taught sessions, where student can also participate and practice techniques. Extensive use is made of VLE enabling students to access course materials, lecture slides, useful research links, announcements, discussion boards and e-mail.

Students will continue to develop their professional practice by working within the “Mentor Group” that was established in Level 4, meeting within 1-hour seminars every week, supported by a “Group Mentor” who will, in addition, provide Personal Tutor support to individual members of the Mentor Group.

The module also delivers other underpinning and practice based aspects of this module using a combination of lectorials, seminars, workshops, and online sessions.

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

MO1 Evaluate and apply new skills and attributes in relation to self-management, collaborative working, and the communication of own and others' ideas in complex and challenging contexts.

MO2 Evidence personal and professional development, demonstrating self-awareness and reflective evaluation of knowledge and skills developed throughout the programme to identify preferred futures.

MO3 Integrate and synthesise learning holistically and from a range of different disciplines to consolidate, extend and apply their knowledge and understanding to initiate and carry out projects that explore complex organisational situations.

MO4 Critically evaluate arguments, assumptions, abstract concepts and data, to make judgements, and to frame appropriate questions to achieve a solution to a problem in a range of contexts.

MO5 Reflect critically on ethical dilemmas and organisational challenges demonstrating an appreciation of the uncertainty, ambiguity and limits of knowledge

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umst9a-30-3.html) via the following link <https://uwe.rl.talis.com/modules/umst9a-30-3.html>

Part 4: Assessment

Assessment strategy: The assessment strategy includes a Professional Practice Portfolio (40%) which builds on their Level 5 Portfolio and captures evidence of engagement in and reflection on personal and professional development during Level 6 including increasing ability to manage self and work collaboratively.

A set exercise (60% weighting), taking the form of a presentation and an associated critical reflection, enables students to demonstrate their depth and breadth of understandings of the contextual nature of business and management in theory and action

Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

Assessment tasks:**Portfolio (First Sit)**

Description: Professional Practice Portfolio

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Set Exercise (First Sit)

Description: A team presentation followed by the submission of an individual critical reflective discussion.

Weighting: 60 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO3, MO4, MO5

Portfolio (Resit)

Description: Professional Practice Portfolio

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Set Exercise (Resit)

Description: A presentation followed by the submission of an individual critical reflective discussion.

Weighting: 60 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

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

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

Business and Management [Phenikaa] BA (Hons) 2025-26

Business and Management [Villa] BA (Hons) 2025-26

Business and Management [BIBM] BA (Hons) 2025-26

Business Management and Marketing [Phenikaa] BA (Hons) 2025-26

Business Management and Marketing [Villa] BA (Hons) 2025-26

Business Management with Marketing {Dual} [Taylors] BA (Hons) 2025-26

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

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

International Business Management [UFM] BA (Hons) 2025-26

International Business Management [Frenchay] BA (Hons) 2025-26

International Business Management [HELP] BA (Hons) 2025-26

Business and Management [HELP] BA (Hons) 2025-26

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