



Programme Specification

Business and Management [Frenchay]

Version: 2024-25, v5.0, Validated

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Business and Management [Frenchay]

Highest award: BA (Hons) Business and Management

Interim award: BA Business and Management

Interim award: DipHE Business and Management

Interim award: CertHE Business and Management

Awarding institution: UWE Bristol

Teaching institutions: UWE Bristol

Study abroad: Yes

Year abroad: Yes

Sandwich year: Yes

Credit recognition: No

School responsible for the programme: CBL Bristol Business School, College of Business and Law

Professional, statutory or regulatory bodies:

Chartered Management Institute (CMI)

Modes of delivery: Full-time, Sandwich

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

For implementation from: 01 September 2018

Programme code: N12000

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: The BA (Hons) Business and Management offers students a current and integrated business education covering the main disciplines and operational areas of business.

The curriculum aims to challenge students in their ways of thinking, behaving, learning, and issues of ethics and ethical decision making, sustainability and global citizenship are embedded throughout.

Features of the programme:

Educational Aims: The programme actively seeks input from the external environment and student learning is grounded in the external context wherever appropriate through, e.g. external speakers; assessments that require students' opportunities to test out concepts in practice and reflections on own experience of organisations. In addition, all students are encouraged by the curriculum into actively pursuing work experience of some sort i.e. via placement, internship, or volunteering. Student achievement is supported by a clear personal development strand of transferable skills and 'brain habits' over all three levels that facilitates the transition into Higher Education and which underpins employability and lifelong learning.

Students will have the knowledge and skills required for further study or a career in Business and Management. Throughout the BA(Hons) Business & Management programme students will engage with a wide variety of modules, topics and areas to gain a holistic understanding of the practices of organisations. In common with other FBL programmes, students will also cover a number of other learning outcomes.

-Students will be able to solve problems in a variety of contexts

-Students will have effective communication and collaborative skills

-Students will be able to plan effectively for their chosen future and will be able to

understake appropriate personal development

-Students will have an awareness of social responsibilities and their role as global citizens

All students will be required to take one of a group of modules at level three which have a particular emphasis on the development of graduate attributes embedded in experiential activity which is CV enhancing and “real world”, engaging students beyond the campus. This group of modules includes the sandwich placement module and the study year abroad module.

Programme Learning Outcomes:

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

Programme Learning Outcomes

- PO1. Students demonstrate knowledge of the structures and functions of organisations and awareness of the external environment in business
- PO2. Demonstrates knowledge from a range of disciplines in business and management
- PO3. Students can identify problems and understand how to research them
- PO4. Students can analyse problems and developed informed and innovative responses
- PO5. Students can express information effectively in a manner appropriate to the needs of audiences
- PO6. Students can work effectively as a member of a team
- PO7. Students are self-aware and reflective and use their experience of degree study to inform their ongoing personal development
- PO8. Students will have an awareness of social responsibilities and their role as global citizens

Assessment strategy: Students will be assessed through a mix of coursework and examinations to assess what they know and can do, to help them develop the

confidence and skills that employers' value. Students will complete essays and reports, business plans and applied research projects, portfolios and weekly notes, and assessed group and individual presentations and posters. Students will also be asked to reflect and comment on their own learning and personal development.

Assessments are designed to facilitate a progression through differing levels of complexity at each level of study:

At level 4, a sound knowledge of the basic concepts of a subject.

At level 5, a sound understanding of the principles of the field of study and the ability to apply these principles more widely.

At level 6, an understanding of a complex body of knowledge, some of it at the current boundaries of the academic discipline.

Student support: Accreditations:

This course is accredited by the Chartered Management Institute (CMI).

If students complete the final year 'Coaching in Organisations' module they will also be awarded the Institute of Leadership and Management (ILM) Level 3 Award in Coaching.

Placement support

Student placements are valuable because they allow individuals to gain real-world experience and skills that increase employability. We have a strong, growing network of placement organisations. Past students have secured roles at Rolls Royce, HP, IBM, the NHS, Hayes, Microsoft, Maclaren F1 and Lidl in marketing, recruitment and other business areas.

Study Year Abroad

Students will also have opportunities to study overseas on courses that are taught in English and relevant to the degree and programme . The study year abroad is not a paid placement. Students are selected for this through a competitive process.

Study Facilities

In our new £55m Bristol Business School, students will have access to cutting-edge learning spaces like the Bloomberg financial trading room. Training in this state-of-the-art financial platform will give a commanding view of global finance.

The University Enterprise Zone, Future Space at Frenchay campus incubates, hatches and provides growth space for robotics, biosciences and biomedicine startups.

Designed with student input, the Business School building offers learning spaces for individual and group study plus conference rooms you can book. It's a space for students and businesses to come together, collaborate and form new partnerships.

In our specialist library, business librarians manage vast collections to support your research. Attend workshops to develop your information skills or use our Study Skills.

The library and Business School both offer spaces for silent and group study and rooms you can book. You'll have access to recommended books, trade press, academic journals, and industry databases on and off campus.

Part B: Programme Structure

Year 1

Full time and sandwich students must take 120 credits from the modules in Year 1.

Year 1 Optional Modules (Full time and Sandwich) - if additional credit is required

Modules only available with the agreement of the Programme Leader to make up credit in exceptional circumstances.

Module Code	Module Title	Credit
UMOTFH-15-1	RISE Enterprise and Entrepreneurship 2024-25	15
UMSTFG-15-1	RISE Business Decision Making 2024-25	15
UMPTFF-15-1	RISE Foundations of Management Practice 2024-25	15
UMPTFJ-15-1	RISE Contemporary Issues in Context 2024-25	15
UMETHA-15-1	RISE The Economic Context 2024-25	15

Year 1 Compulsory Modules (Full Time and Sandwich)

Full time and sandwich students must take 120 credits from the modules in Compulsory Modules (Full Time and Sandwich).

Module Code	Module Title	Credit
UMCDN3-15-1	Business Decision Making for Management 2024-25	15
UMPDN6-15-1	Contemporary Business Issues 2024-25	15
UMCDMT-15-1	Enterprise and Entrepreneurship 2024-25	15
UMCDMW-15-1	Introduction to Business and Management 2024-25	15
UMAD4U-15-1	Understanding Business and Financial Information (Business, International and Management) 2024-25	15

UMOD63-15-1	Understanding Organisations and People (Business, International and Management) 2024-25	15
UMED8A-15-1	Understanding the Business and Economic Environment (Business, International and Management) 2024-25	15
UMKD6J-15-1	Understanding the Principles of Marketing (Business, International and Management) 2024-25	15

Year 2

Full time and sandwich students must take 120 credits from the modules in Year 2.

Year 2 Compulsory Modules (Full Time and Sandwich)

Full time and sandwich students must take 105 credits from the modules in Compulsory Modules (Full Time and Sandwich).

Module Code	Module Title	Credit
UMAD5H-15-2	Accounting Information for Business 2025-26	15
UMSD7R-15-2	International Business 2025-26	15
UMCDMA-15-2	Introductory Business Research Project (Business, International and Management) 2025-26	15
UMPD5M-15-2	Management Skills (Business and Management) 2025-26	15
UMPD3M-15-2	Managing People 2025-26	15
UMMDNX-15-2	Operations and Supply Management 2025-26	15
UMCDM8-15-2	Research Methods for Business 2025-26	15

Year 2 Optional Modules (Full Time and Sandwich)

Full time and sandwich students take 15 credits of option modules.

Module Code	Module Title	Credit
UMODSW-15-2	Business Ethics: The Dark Side of Work and Organisations 2025-26	15
UMAD5N-15-2	Credit Management: Theory and Practice 2025-26	15
UMMDFY-15-2	Digital Business Management 2025-26	15
UMSD7Q-15-2	Entrepreneurship and Small Business 2025-26	15
UMPD7J-15-2	Equality Law and Diversity Management 2025-26	15
UMED8U-15-2	Good Business, Bad Business and Sustainability 2025-26	15
UMED8P-15-2	International Trade and Multinational Business 2025-26	15
UMPDNF-15-2	Issues in Contemporary Employment Relations 2025-26	15
UMAD5M-15-2	Market Analysis for Private Investors 2025-26	15
UMKDQD-15-2	Marketing Planning and Practice 2025-26	15

Year 3

Full time students must take 120 credits from the modules in Year 3.

Sandwich students must take 15 credits from the modules in Year 3.

Placement or Study Year Abroad (SYA)

Students on the sandwich route of the programme (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:

1. **Work Placement:** a significant period of paid employment or self-employment normally in the field relevant to the specialism of the degree. During this time students must complete the 15 credit level 3 module, Placement Learning 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.

2. **Study Year Abroad,** which consists of two semesters of study at a partner institution abroad. During this time students must complete the 15 credit level 3 module, Learning and Development on Study Year Abroad (UMCD9Y-15-3). This modules assesses assess the student's personal development from the experience of SYA and their ability to evidence cross-cultural 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 Module Choice A (Full Time)

Full time students must take 30 credits from the modules in Compulsory Modules Choice A (Full Time) .

Module Code	Module Title	Credit
UMCDHU-30-3	Applied Business Project 2026-27	30
UMCDFS-30-3	Business Project - Withdrawn 2026-27	30

UMCD9W-30-3	Critical Business Enquiry Project 2026-27	30
UMCD9Q-30-3	Enterprise Project 2026-27	30

Year 3 Compulsory Modules (Full Time)

Full time students must take 45 credits from the modules in Compulsory Modules (Full Time).

Module Code	Module Title	Credit
UMSDMK-15-3	Integrated Business Management Simulation 2026-27	15
UMODML-15-3	Managing Organisational Change 2026-27	15
UMSD7T-15-3	Strategic Management 2026-27	15

Year 3 Compulsory Modules (Sandwich)

Sandwich students must take 15 credits from the modules in Compulsory Modules (Sandwich).

Module Code	Module Title	Credit
UMCD9Y-15-3	Learning and Development on Study Year Abroad 2026-27	15
UMCDN5-15-3	Placement Learning 2026-27	15

Year 3 Optional Modules (Full Time)

Full time students must take 45 credits from the modules in Optional Modules (Full Time).

UMODT5-15-3 Work Integrated Learning (Business and Management) is running for 2025/26 and 2026/27.

UMKDT6-15-3 Work Integrated Learning (Marketing and Events) module is not running.

Module Code	Module Title	Credit
UMKDQX-15-3	Digital Marketing Strategy 2026-27	15

UMKDT6-15-3	Work Integrated Learning (Marketing & Events) 2026-27	15
UMAD5S-15-3	Accounting for Managers 2026-27	15
UMSD87-15-3	Business Innovation and Growth 2026-27	15
UMOD6G-15-3	Coaching in Organisations 2026-27	15
UMODS9-15-3	Creating a Better Future 2026-27	15
UMCDKD-15-3	Cross Cultural Learning and Development 2026-27	15
UMKD75-15-3	Events and Festivals Management 2026-27	15
UMKD6Q-15-3	Global Marketing Management 2026-27	15
UMKD6S-15-3	Interactive and Digital Marketing 2026-27	15
UMPD7G-15-3	International Human Resource Management 2026-27	15
UMAD5X-15-3	Investment Management 2026-27	15
UMOD6F-15-3	Organisational Leadership 2026-27	15
UMAD5R-15-3	Personal Financial Planning 2026-27	15
UMMD7P-15-3	Project Management 2026-27	15
UMKD6V-15-3	Public Relations 2026-27	15
UMKDNY-15-3	Retail Marketing and Management 2026-27	15
UMED95-15-3	Sustainable Business 2026-27	15
UMED8X-15-3	The Economics of Developing Countries 2026-27	15
UMSD89-15-3	Virtual Business 2026-27	15

UMODT5-15-3	Work Integrated Learning (Business & Management) 2026-27	15
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Year 4

Sandwich students must take 105 credits from the modules in Year 4.

Year 4 Compulsory Module Choice (Sandwich)

Sandwich students must take 30 credits from the modules in Compulsory Module Choice (Sandwich).

Module Code	Module Title	Credit
UMCDHU-30-3	Applied Business Project 2027-28	30
UMCDFS-30-3	Business Project - Withdrawn 2027-28	30
UMCD9W-30-3	Critical Business Enquiry Project 2027-28	30
UMCD9Q-30-3	Enterprise Project 2027-28	30

Year 4 Compulsory Modules (Sandwich)

Sandwich students must take 45 credits from the modules in Compulsory Modules (Sandwich).

Module Code	Module Title	Credit
UMSDMK-15-3	Integrated Business Management Simulation 2027-28	15
UMODML-15-3	Managing Organisational Change 2027-28	15
UMSD7T-15-3	Strategic Management 2027-28	15

Year 4 Optional Modules (Sandwich)

Sandwich students must take 30 credits from the modules in Optional Modules (Sandwich).

Module Code	Module Title	Credit
UMKDQX-15-3	Digital Marketing Strategy 2027-28	15
UMAD5S-15-3	Accounting for Managers 2027-28	15

UMSD87-15-3	Business Innovation and Growth 2027-28	15
UMOD6G-15-3	Coaching in Organisations 2027-28	15
UMODS9-15-3	Creating a Better Future 2027-28	15
UMKD75-15-3	Events and Festivals Management 2027-28	15
UMKD6Q-15-3	Global Marketing Management 2027-28	15
UMKD6S-15-3	Interactive and Digital Marketing 2027-28	15
UMPD7G-15-3	International Human Resource Management 2027-28	15
UMAD5X-15-3	Investment Management 2027-28	15
UMOD6F-15-3	Organisational Leadership 2027-28	15
UMAD5R-15-3	Personal Financial Planning 2027-28	15
UMMD7P-15-3	Project Management 2027-28	15
UMKD6V-15-3	Public Relations 2027-28	15
UMKDNY-15-3	Retail Marketing and Management 2027-28	15
UMED95-15-3	Sustainable Business 2027-28	15
UMED8X-15-3	The Economics of Developing Countries 2027-28	15
UMSD89-15-3	Virtual Business 2027-28	15

Part C: Higher Education Achievement Record (HEAR) Synopsis

This course provides a comprehensive business education, equipping students with the business knowledge and skills for a successful career. It offers a broad range of modules, ensuring a breadth of knowledge to support students in their future career aspirations. Successful completion of the programme requires students to be

independent, analytical and critical. It requires them to work effectively within diverse teams and demonstrate strong information literacy, a spirit of enquiry and to be reflective in practice. It will also require a broad theoretical and practical knowledge of a broad range of business functions and the broader international business environment.

Part D: External Reference Points and Benchmarks

The following reference points and benchmarks have been used in the design of the programme:

The learning outcomes of the programme map against both the QAA subject benchmark statement for General Business and Management and the following University and Faculty strategies and policies:

QAA UK Quality Code for HE

Framework for higher education qualifications (FHEQ)

Strategy 2020

University policies

UWE Charter

Faculty strategies and policies:

Blended Learning Framework

Curriculum Principles

Employability Strategy

Faculty of Business and Law LTA Strategy

Staff research projects

Where ever possible staff are encouraged to utilize their research and that of colleagues to inform their teaching, both in terms of content and pedagogic approach

Employer interaction and feedback

Employers and alumni are regularly consulted to ensure the currency and relevance of the programme

Part E: Regulations

Approved to University Regulations and Procedures.