



PROGRAMME SPECIFICATION

Part 1: Basic Data	
Awarding Institution	University of the West of England
Teaching Institution	University of the West of England
Delivery Location	University of the West of England Kaplan Holborn College (Accelerated Delivery) Marketing Institute of Singapore Training Centre (MISTC) International University, Vietnam Villa College, The Maldives National Economics University, Vietnam (NEU)
Faculty responsible for programme	Faculty of Business & Law
Department responsible for programme	Business and Management
Professional Statutory or Regulatory Body Links	Chartered Management Institute (CMI)
Highest Award Title	BA (Hons) Business and Management
Default Award Title	<i>n/a</i>
Interim Award Titles	BA Business and Management DipHE Business and Management CertHE Business and Management
UWE Progression Route	
Mode(s) of Delivery	Sandwich, Full-time
	ISIS2: N120 N120(SW), N10013 (FT), N1D13 (Dual) N12H MIS (FT/PT), N12G Int Uni (FT/PT), N10D13 (FT) (accelerated delivery) N12R(SW), N12R13(FT) (Villa College) N12F(SW NEU), N12F13 (FT NEU)N12E (SW)
For implementation from	September 2017

Part 2: Description

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 & ethical decision making, sustainability and global citizenship are embedded throughout. 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.

The programme aims to enable students to:

- acquire a critical understanding of organisations, their management and the changing external environment in which they operate;
- be equipped with the employability attributes and skills necessary for a career in business and management;
- develop an analytical and enquiring approach in the analysis of business problems so that considered and appropriate conclusions are drawn – which can be communicated effectively in a variety of forms;
- have an informed understanding of critical contemporary business issues and theoretical debates, including ethics & ethical decision-making, sustainability and global citizenship;
- work with academic theory in practice;
- develop a strong sense of self and the life-long learning skills to make an ongoing contribution to society at large.

Distinctive Features

The overarching aim of the Faculty's Learning Teaching & Assessment Strategy is *'to maximise student achievement (both in relation to award classification and to employability) and student satisfaction whilst maintaining appropriately rigorous academic standards and supporting the university's vision of becoming an inclusive and welcoming learning community, actively engaged with global society and based on values of mutual respect, critical engagement and self-awareness'*.

The supporting objectives of the strategy are the:
further development of intellectually vibrant, highly reflective, mutually respectful and diverse student and staff learning communities within the Faculty
increase in the use of links with the world external to UWE (including professional accreditation where possible) to inform curriculum design and delivery and provide lifelong learning opportunities
provision of an effective, efficient and supportive infrastructure for learning (organisation and management of programmes, student advice, communication with students etc)
appropriate design and flexible delivery of curricula which provide an intellectually stimulating learning experience enabling students to develop as highly employable and internationally aware lifelong learners
provision of effective support for students making the transition to learning at UWE
provision of effective and ongoing developmental support for all staff
use of effective strategies for assessment for learning

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

This course provides a comprehensive business education, equipping students with the business knowledge and skills for a successful career in a complex business world. 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

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Part 2: Description
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.
Regulations
Approved to University Regulations and Procedures

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Part 3: Learning Outcomes of the Programme																						
	Enterprise and Innovation	Introduction to Business and Management	Contemporary Business Issues	Understanding the Business & Economic Environment	Understanding the Principles of Marketing	Business Decision Making	Understanding Organisations and People	Understanding Business and Financial Information	Research Methods for Business	Management Skills	Managing People	Managing Business Processes	Accounting Information for Business	International Business/ or alternative	Introductory Research Project	Option modules (Semester 2)	Managing Organisational Change	Final Year Projects	Strategic Management	Integrated Business Simulation	Option Modules Semester 1	Option Modules Semester 2
A) Knowledge and understanding of:																						
Markets and Business context																						
The global business environment		√	√	√	√	√	√				√	√		√		√		√	√	√	√	
The nature of markets, customers and the role of marketing	√				√											√				√	√	
Customer Expectations, service and orientation					√											√				√	√	
Marketing management principles in a global context					√															√	√	
Financial Management																						
The use of accounting and the sources, uses and management of finance	√							√				√	√							√	√	√

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Part 3: Learning Outcomes of the Programme																						
Information systems for managerial applications	√	√				√		√				√	√				√			√	√	√
Operations																						
The management of financial, information and human resources and operations and their impact on organisational performance	√	√		√		√					√								√	√		√
Organisations, People and Management																						
The nature of work and organisations		√	√				√			√	√						√	√	√		√	√
Management Theory		√	√	√		√	√			√	√	√					√	√	√			√
The management and development of people		√	√				√			√	√	√					√	√	√			√
Managing Diversity		√	√				√				√						√	√				√
Business innovation, creativity and enterprise development	√	√	√		√							√					√	√	√	√		√
Communication and information technology (CIT)																						
The management of information systems	√	√				√		√					√				√				√	√
Use of communication and information technology	√	√				√											√					√
Digital Business management	√	√	√		√												√				√	√
Business Strategy and decision making																						

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Part 3: Learning Outcomes of the Programme																					
Business Statistics and decision making				√		√		√					√								
Business policy and strategy	√	√				√					√	√	√	√					√	√	√
Ethics and Sustainable Development:																					
Ethics and ethical decision making		√	√				√							√		√	√		√	√	√
Sustainability and sustainable development		√	√	√			√							√		√	√		√	√	√
Global Citizenship		√	√				√				√		√	√		√	√		√	√	√
Corporate Social Responsibility		√	√	√			√							√		√	√		√	√	√
Research																					
Business and Management Research;			√				√			√					√			√			
relevant qualitative and quantitative research methods			√				√			√				√				√			
Enterprise and Entrepreneurship																					
The diverse nature of enterprise and entrepreneurs	√	√	√												√			√			√
The role of enterprise in society	√	√	√												√			√			√
A personal awareness of the personal value of enterprise	√	√	√												√			√			√
(B) Intellectual Skills																					
Information Literacy: gather and critically evaluate information		√	√	√	√	√	√		√		√	√		√	√		√	√	√		√

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Part 3: Learning Outcomes of the Programme																						
and information from a range of sources.																						
Creativity and inventiveness in approaches to problem solving and an entrepreneurial mindset	√	√			√				√		√				√	√	√	√		√	√	√
Assimilate new knowledge through effective synthesizing		√	√		√		√		√		√				√		√	√	√		√	√
Make informed evidence-based decisions	√	√	√		√			√	√		√	√			√	√	√	√	√	√	√	√
Ability to solve a range of complex problems in unpredictable contexts	√	√	√	√	√				√		√				√		√	√	√	√	√	√
Self-inquiry, reflective thinking, and adaptive thinking in approaching and interpreting tasks and problems		√	√				√		√		√				√		√	√		√	√	√
Identify and analyse business problems across a range of contexts utilizing appropriate concepts, models and frameworks.	√		√	√					√			√			√		√	√	√		√	√
Implement, verify and review decisions, recommendations, solutions and arguments of self and others						√			√						√	√	√	√		√	√	√
Evaluate and analyse primary data, both qualitative and quantitative.			√			√			√						√			√			√	√
(C) Subject/Professional/Practical Skills																						
The ability to manage a range of financial controls in an organizational context.	√							√				√				√				√		√
The ability to evaluate and manage the performance of self and others										√										√	√	
The ability to select appropriate leadership styles for varying contexts.																	√			√		√

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Part 3: Learning Outcomes of the Programme																							
(D) Transferable skills and other attributes																							
High personal effectiveness											√	√					√	√	√	√	√		
Critical self-awareness, self-reflection and self-management			√				√				√							√	√				√
Time management and workload management	√	√	√								√							√	√	√			
Resilience	√	√	√								√						√	√	√				√
Life-long learning and clear professional identity		√	√				√				√	√						√	√				
Adaptability and flexibility	√	√	√								√							√	√		√		√
Work effectively alone and as a team member	√	√	√		√							√		√			√				√		√
Effective leadership		√					√																√
Socially Responsible		√	√									√					√	√				√	√
Numerical and Statistical skills	√		√	√		√		√	√			√	√		√	√		√		√		√	√
Vision, responsiveness to opportunity, and ambition for business growth; an entrepreneurial capability and confidence	√							√					√		√			√		√		√	√

N.B. Transferable skills are developed through an integrated programme of learning which is built into all core modules at levels 1, 2 and 3 and the work placement.

Assessment of transferable skills is accomplished through a range of methods which include individual written coursework, group written coursework, peer and employer assessment, self-assessment, tests, presentations, oral examinations, formal written examinations and dissertations or reports.

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Part 4: Programme Structure BA (Hons) Business and Management

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time student**, including:
 level and credit requirements
 interim award requirements
 module diet, including compulsory and optional modules

ENTRY	Compulsory Modules	Optional Modules	Interim Awards
Year 1	UMCDMW-15-1 Introduction to Business and Management	There are no optional modules at level 1	CertHE Business and Management
	UMCDMT-15-1 Enterprise and Entrepreneurship		Credit requirements: 120 at the appropriate level
	UMAD4U-15-1 Understanding Business and Financial Information (BIM) (15 credits)		
	UMED8A-15-1 Understanding the Business and Economic Environment (15 credits)		
	UMOD63-15-1 Understanding Organisations and People (BIM) (15 credits)		
	UMKD6J-15-1 Understanding the Principles of Marketing (BIM) (15 credits)		
	UMPDN6-15-1 Contemporary Business Issues		
	UMCDN3-15-1 Business Decision Making for Management		

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	Compulsory Modules	Optional Modules	Interim Awards
Year 2	UMPDM3-15-2 Managing People	One option module (15 credits) may be selected from: <i>(subject to availability)</i>	DipHE Business and Management
	UMPDM5-15-2 Management Skills (Business and Management)	UMAD5M-15-2 Market Analysis for Private Investors	<i>Credit requirements:</i> 240 at the appropriate level :
	UMAD5H-15-2 Accounting Information for Business (BIM) (15 credits)	UMED8P-15-2 International Trade and Multinational Business	
	UMSD7R-15-2 International Business	UMED8U-15-2 Good Business, Bad Business and Sustainability	
	UMCDM8-15-2 Research Methods for Business	UMKD6M-15-2 Integrated Marketing Communications	
	UMCDMA-15-2 Introductory Research Project	UMOD6H-15-2 Management Communication and Decision-Making	
	UMMD7K-15-2 Managing Business Processes (Business, International and Management)	UMPD7E-15-2 Employment Relations OR UMPD7J-15-2 Equality Law and Diversity Management	
		UMSD7Q-15-2 Entrepreneurship & Small Business	
	UMMDFY-15-2 Digital Business Management		
	UMAD5N-15-2 Credit Management: Theory and Practice		

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 module assesses 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

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	<p>Compulsory Modules</p>	<p>Optional Modules</p>	<p>Interim awards</p>
	<p>UMCD9T-30-3 Work-based Enquiry Project OR UMCD9W-30-3 Critical Business Enquiry Project OR UMCD9Q-30-3 Enterprise Project OR UMCDHU-30-3 Applied Business Project OR UMCDFS-30-3 Business Project</p> <p>UMSD7T-15-3 Strategic Management (Business, International and Management)</p> <p>UMODML-15-3 Managing Organisational Change</p> <p>UMSDMK-15-3 Integrated Business Simulation</p>	<p>Three options should be selected up to a maximum value of 45 credits. <i>(subject to availability)</i> <i>Students who have completed a Placement or SYA (and passed the relevant modules) are required to select two options up to a maximum credit value of 30 credits.</i></p> <p>UMAD5T-15-3 International Financial Management UMAD5X-15-3 Investment Management UMAD5R-15-3 Personal Financial Planning UMED8X-15-3 The Economics of Developing Countries UMED95-15-3 Sustainable Business UMKD75-15-3 Events and Festivals Management UMKD6Q-15-3 Global Marketing Management UMKD6V-15-3 Public Relations UMKD6S-15-3 Interactive & Digital Marketing UMMD7N-15-3 Competing Through Quality UMMD7P-15-3 Project Management UMOD6G-15-3 Coaching in Organisations UMOD6F-15-3 UMPD7F-15-3 Organisational Leadership HR Development & Knowledge Management UMPD7G-15-3 International HRM UMSD7W-15-3 International Business in the Emerging Markets UMSD87-15-3 Business Innovation & Growth UMSD84-15-3 Entrepreneurship: Ideas and Practice UMSD89-15-3 Virtual Business UMAD5S-15-3 Accounting for Managers UMKDCA-15-3 Brand Management UMCDKM-15-3 Work Integrated Learning</p>	<p>BA Business and Management (SW) BA Business and Management (FT)</p> <p><i>Credit requirements:</i> 300 credits at the appropriate levels</p>
	<p>GRADUATION</p>		

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Part time:

N/A A part-time route is not offered on this degree programme

Part 4: Programme Structure International University, Vietnam


This structure diagram demonstrates the student journey from Entry through to Graduation for a typical International University, Vietnam student, including:
interim award requirements, module diet, including compulsory and optional modules

	Compulsory Modules UMCD9W-30-3 Critical Business Enquiry Project OR UMCDHU-30-3 Applied Business Project UMSD7T-15-3 Strategic Management (BIM) UMODML-15-3 Managing Organisational Change UMSDMK-15-3 Integrated Business Simulation GRADUATION	Optional Modules Three options should be selected up to a maximum value of 45 credits (<i>subject to change and availability</i>) UMKD6Q-15-3 Global Marketing Management UMED95-15-3 Sustainable Business UMPD7G-15-3 International HRM	Interim Awards BA Business and Management (SW) BA Business and Management (FT) <i>Credit requirements:</i> 300 credits at the appropriate levels

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**Part 4: Programme Structure
Delivered at Villa College, Maldives**

**This structure diagram demonstrates the student journey from Entry through to Graduation for a typical Villa College, full time student, including level and credit requirements
interim award requirements
module diet, including compulsory and optional modules**

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
	Year 1	UMCDMW-15-1 Introduction to Business and Management	There are no optional modules at level 1	CertHE Business and Management
		UMCDMT-15-1 Enterprise and Entrepreneurship		Credit requirements: 120 at the appropriate level
		UMAD4U-15-1 Understanding Business and Financial Information (BIM) (15 credits)		
		UMED8A-15-1 Understanding the Business and Economic Environment (15 credits)		
		UMOD63-15-1 Understanding Organisations and People (BIM) (15 credits)		
		UMKD6J-15-1 Understanding the Principles of Marketing (BIM) (15 credits)		
		UMPDN6-15-1 Contemporary Business Issues		
		UMCDN3-15-1 Business Decision Making for Management		

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	Compulsory Modules	Optional Modules	Interim Awards
Year 2	UMPDM3-15-2 Managing People	One option module (15 credits) may be selected from: <i>(subject to availability)</i>	DipHE Business and Management
	UMPDM5-15-2 Management Skills (Business and Management)	International Trade and Multinational Business UMED8P-15-2	<i>Credit requirements:</i> 240 at the appropriate level
	UMAD5H-15-2 Accounting Information for Business (BIM) (15 credits)	Entrepreneurship & Small Business UMSD7Q-15-2	
	UMSD7R-15-2 International Business (15 credits)	Digital Business Management UMMDFY-15-2	
	UMCDM8-15-2 Research Methods for Business	Credit Management: Theory and Practice UMAD5N-15-2	
	UMCDMA-15-2 Introductory Research Project		
	UMMD7K-15-2 Managing Business Processes (Business, International and Management)		

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 module assesses 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

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	<p>Compulsory Modules</p> <p>UMCD9T-30-3 Work-based Enquiry Project OR UMCD9W-30-3 Critical Business Enquiry Project OR UMCD9Q-30-3 Enterprise Project OR UMCDHU-30-3 Applied Business Project OR UMCDFS-30-3 Business Project</p> <p>UMSD7T-15-3 Strategic Management (BIM)</p> <p>UMODML-15-3 Managing Organisational Change</p>	<p>Optional Modules</p> <p>Three options should be selected up to a maximum value of 45 credits. <i>(subject to availability)</i> <i>Students who have completed a Placement or SYA (and passed the relevant modules) are required to select two options up to a maximum credit value of 30 credits.</i></p> <p>UMKD75-15-3 Events & Festivals Management</p> <p>UMKD6S-15-3 Interactive & Digital Marketing</p> <p>UMMD7P-15-3 Project Management</p> <p>UMOD6F-15-3 Organisational Leadership</p> <p>UMPD7F-15-3 HR Development & Knowledge Management</p> <p>UMPD7G-15-3 International HRM</p> <p>UMSD84-15-3 Entrepreneurship: Ideas and Practice</p> <p>UMKD6V-15-3 Public Relations</p> <p>UMSD7W-15-3 International Business in the Emerging Markets</p>	<p>Interim awards</p> <p>BA Business and Management (SW) BA Business and Management (FT)</p> <p><i>Credit requirements:</i> 300 credits at the appropriate levels</p>
<p>GRADUATION</p>			

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Part 4: Programme Structure Marketing Institute of Singapore Training Centre (MISTC)

Marketing Institute of Singapore students enter directly onto level 3. Years one and two are mapped against the MISTC'S diplomas or the recognised diplomas as listed in the entry requirements.

In addition to MISTC's diplomas, other pertinent academic qualifications from local credible institutions have been mapped out against levels 1&2 leading to entry onto the top-up, either direct on or a case-by-case basis., including compulsory and optional modules

ENTRY	Compulsory Modules	Optional Modules	Interim Awards
	UMCDFS-30-3 Business Project	Three options should be selected up to a maximum value of 45 credits. <i>(the list will include the follow options, and may be expanded in future)</i>	BA Business and Management (FT) Credit requirements: 300 credits at the appropriate levels
	UMSD7T-15-3 Strategic Management (BIM)		
	UMODML-15-3 Managing Organisational Change		
	UMSDMK-15-3 Integrated Business Simulation		
	GRADUATION	Sustainable Business UMED95-15-3 Competing through Quality UMMD7N-15-3 Accounting for Managers UMAD5S-15-3	

Part 5: Entry Requirements

The University's Standard Entry Requirements apply with the following exceptions*.

Tariff points as appropriate for the year of entry - up to date requirements are available through the [courses database](#).

Where students are studying an accelerated version of the programme an approved variant to University Academic Regulations and Procedure will allow students to study more than 160 credits in any one academic year.

International students seeking direct entry into level 3 require IELTS with 6.0 in all components or an overall band score of 6.5 or above.

A full list of additional entry requirements for students joining at year 3 in MISTC can be found [here](#)

Part 6: 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 & Management and the following University and Faculty strategies and policies:

[QAA UK Quality Code for HE](#)

-Framework for higher education qualifications (FHEQ)

Part 6: Reference Points and Benchmarks

[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

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FOR OFFICE USE ONLY

First CAP Approval Date	26 July 2012			
Revision CAP Approval Date	15 December 2016	Version	5	link to RIA
Revision AQSC Approval Date <i>Update this row each time a change goes to ASQC</i>	1 November 2017		6	link to RIA
Next Periodic Curriculum Review due date	<i>Academic year in which next Periodic Curriculum Review due (6 years from initial approval or last Periodic Curriculum Review)</i>			
Date of last Periodic Curriculum Review				