



SECTION 1: KEY PROGRAMME DETAILS

PART A: PROGRAMME INFORMATION	
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 Institution	UWE Bristol
Delivery Location	Frenchay Campus
Study Abroad / Exchange / Credit Recognition	Placement X Sandwich Year ✓ Credit Recognition X Year Abroad ✓
Faculty Responsible For Programme	Faculty of Business & Law
Department Responsible For Programme	FBL Dept of Business & Management
Professional Statutory or Regulatory Body (PSRB) Links	Chartered Management Institute (CMI)
Apprenticeships	
Mode of Delivery	Sandwich

ENTRY REQUIREMENTS	UCAS Tariff Points: For the current entry requirements see the UWE public website.
For Implementation From	1 Sep 2020
ISIS Code/s	Programme Code N120-SEP-SW-FR-N120 Other codes: JACS Business & administrative studies HECoS 100000: Undefined UCAS SLC

SECTION 2: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

1. (Programme) Overview (c. 400 words)

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.

2. Educational Aims (c. 4-6 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.

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 and 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.

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES**3. Programme and Stage Learning Outcomes (c. 6-8 outcomes)****Programme (Learning) Outcomes (POs)****Knowledge and Understanding**

A1	Markets and Business context - The global business environment
A2	Markets and Business context - The nature of markets, customers and the role of marketing
A3	Markets and Business context - Customer Expectations, service and orientation
A4	Markets and Business context - Marketing management principles in a global context
A5	Financial Management - The use of accounting and the sources, uses and management of finance
A6	Financial Management - Information systems for managerial applications
A7	Operations - The management of financial, information and human resources and operations and their impact on organisational performance
A8	Organisations, People and Management - The nature of work and organisations
A9	Organisations, People and Management - Management Theory
A10	Organisations, People and Management -The management and development of people
A11	Organisations, People and Management - Managing Diversity
A12	Organisations, People and Management - Business innovation, creativity and enterprise development
A13	Communication and information technology - The management of information systems
A14	Communication and information technology - Use of communication and information technology
A15	Communication and information technology - Digital Business management
A16	Business Strategy and decision making - Business Statistics and decision making
A17	Business Strategy and decision making - Business policy and strategy
A18	Ethics and Sustainable Development - Ethics and ethical decision making
A19	Ethics and Sustainable Development - Sustainability and sustainable development
A20	Ethics and Sustainable Development - Global Citizenship
A21	Ethics and Sustainable Development - Corporate Social Responsibility
A22	Research - Business and Management Research
A23	Research - relevant qualitative and quantitative research methods
A24	Enterprise and Entrepreneurship -The diverse nature of enterprise and entrepreneurs
A25	Enterprise and Entrepreneurship - The role of enterprise in society
A26	Enterprise and Entrepreneurship - A personal awareness of the personal value of enterprise

Intellectual Skills

B1	Information Literacy: gather and critically evaluate information and information from a range of sources.
B2	Creativity and inventiveness in approaches to problem solving and an entrepreneurial mindset
B3	Assimilate new knowledge through effective synthesizing
B4	Make informed evidence-based decisions
B5	Ability to solve a range of complex problems in unpredictable contexts
B6	Self-inquiry, reflective thinking, and adaptive thinking in approaching and interpreting tasks and problems
B7	Identify and analyse business problems across a range of contexts utilizing appropriate concepts, models and frameworks.

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

- B8 Implement, verify and review decisions, recommendations, solutions and arguments of self and others
- B9 Evaluate and analyse primary data, both qualitative and quantitative

Subject/Professional Practice Skills

- C1 The ability to manage a range of financial controls in an organizational context
- C2 The ability to evaluate and manage the performance of self and others
- C3 The ability to select appropriate leadership styles for varying contexts
- C4 The ability to design and implement effective training interventions
- C5 The ability to effectively select appropriate candidates in a resourcing context
- C6 The ability to conduct appropriately designed ethical research into business and management issues
- C7 The ability to express evidence based ideas and solutions to problems fluently through a range media including reports, essays, presentations etc. appropriate for a diverse audience.
- C8 Effective use of a range of ICT tools
- C9 The ability to effectively negotiate, persuade and influence others in a group setting
- C10 The ability to work effectively to achieve as a member of a team to achieve goals within time constraints; utilizing the contributions of individual group members
- C11 Ability to recognize and address a range of business related ethical dilemmas, applying the principles of ethical management to a range of situations and choices.
- C12 The ability to act appropriately and ethically, demonstrating sensitivity to the complexities of a diverse organizational context

Transferable Skills and other attributes

- D1 High personal effectiveness
- D2 Critical self-awareness, self reflection and self-management
- D3 Time management and workload management
- D4 Resilience
- D5 Life-long learning and clear professional identity
- D6 Adaptability and flexibility
- D7 Work effectively alone and as a team member
- D8 Effective leadership
- D9 Socially Responsible
- D10 Numerical and Statistical skills
- D11 Vision, responsiveness to opportunity, and ambition for business growth; an entrepreneurial capability and confidence

PART B: Programme Structure			
1. Structure			
Year 1			
Year 1 Compulsory Modules			
Code	Module Title	Credit	Type
UMCDN3-15-1	Business Decision Making for Management 2020-21	15	Compulsory
UMPDN6-15-1	Contemporary Business Issues 2020-21	15	Compulsory
UMCDMT-15-1	Enterprise and Entrepreneurship 2020-21	15	Compulsory
UMCDMW-15-1	Introduction to Business and Management 2020-21	15	Compulsory
UMAD4U-15-1	Understanding Business and Financial Information (Business, International and Management) 2020-21	15	Compulsory
UMOD63-15-1	Understanding Organisations and People (Business, International and Management) 2020-21	15	Compulsory
UMED8A-15-1	Understanding the Business and Economic Environment (Business, International and Management) 2020-21	15	Compulsory
UMKD6J-15-1	Understanding the Principles of Marketing (Business, International and Management) 2020-21	15	Compulsory

Year 2**Year 2 Compulsory Modules**

Code	Module Title	Credit	Type
UMAD5H-15-2	Accounting Information for Business 2021-22	15	Compulsory
UMSD7R-15-2	International Business 2021-22	15	Compulsory
UMCDMA-15-2	Introductory Business Research Project (Business, International and Management) 2021-22	15	Compulsory
UMPDM5-15-2	Management Skills (Business and Management) 2021-22	15	Compulsory
UMPDM3-15-2	Managing People 2021-22	15	Compulsory
UMMDNX-15-2	Operations and Supply Management 2021-22	15	Compulsory
UMCDM8-15-2	Research Methods for Business 2021-22	15	Compulsory

Year 2 Optional Modules

Students take 15 credits of option modules.

Students can choose either UMPDNF-15-2 Issues in Contemporary Employment Relations or UMPD7J-15-2 Equality Law and Diversity Management

Code	Module Title	Credit	Type
UMAD5N-15-2	Credit Management: Theory and Practice 2021-22	15	Optional
UMMDFY-15-2	Digital Business Management 2021-22	15	Optional
UMSD7Q-15-2	Entrepreneurship and Small Business 2021-22	15	Optional
UMPD7J-15-2	Equality Law and Diversity Management 2021-22	15	Optional
UMED8U-15-2	Good Business, Bad Business and Sustainability 2021-22	15	Optional
UMKD6M-15-2	Integrated Marketing Communications 2021-22	15	Optional
UMED8P-15-2	International Trade and	15	Optional

Multinational Business 2021-22

UMPDFN-15-2	Issues in Contemporary Employment Relations 2021-22	15	Optional
UMAD5M-15-2	Market Analysis for Private Investors 2021-22	15	Optional

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 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.

Year 3 Compulsory Sandwich Modules

Students on the Sandwich programme must take one of the following modules.

Code	Module Title	Credit	Type
UMCD9Y-15-3	Learning and Development on Study Year Abroad 2022-23	15	Compulsory
UMCDN5-15-3	Placement Learning 2022-23	15	Compulsory

Year 4**Year 4 Compulsory Modules**

Code	Module Title	Credit	Type
UMSDMK-15-3	Integrated Business Management Simulation 2023-24	15	Compulsory
UMODML-15-3	Managing Organisational Change 2023-24	15	Compulsory
UMSD7T-15-3	Strategic Management 2023-24	15	Compulsory

Year 4 Compulsory Project choice

Students must choose of of the following project modules.

Code	Module Title	Credit	Type
UMCDHU-30-3	Applied Business Project 2023-24	30	Compulsory
UMCDFS-30-3	Business Project 2023-24	30	Compulsory
UMCD9W-30-3	Critical Business Enquiry Project 2023-24	30	Compulsory
UMCD9Q-30-3	Enterprise Project 2023-24	30	Compulsory

Year 4 Optional modules

Code	Module Title	Credit	Type
UMAD5S-15-3	Accounting for Managers 2023-24	15	Optional
UMKDCA-15-3	Brand Management 2023-24	15	Optional
UMSD87-15-3	Business Innovation and Growth 2023-24	15	Optional
UMOD6G-15-3	Coaching in Organisations 2023-24	15	Optional
UMMD7N-15-3	Competing Through Quality 2023-24	15	Optional
UMODS9-15-3	Creating a Better Future 2023-24	15	Optional
UMCDKD-15-3	Cross Cultural Learning and Development 2023-24	15	Optional

UMSD84-15-3	Entrepreneurship - Ideas and Practices 2023-24	15	Optional
UMKD75-15-3	Events and Festivals Management 2023-24	15	Optional
UMKD6Q-15-3	Global Marketing Management 2023-24	15	Optional
UMPD7F-15-3	Human Resource Development and Knowledge Management 2023-24	15	Optional
UMKD6S-15-3	Interactive and Digital Marketing 2023-24	15	Optional
UMSD7W-15-3	International Business in Emerging Markets 2023-24	15	Optional
UMAD5T-15-3	International Financial Management 2023-24	15	Optional
UMPD7G-15-3	International Human Resource Management 2023-24	15	Optional
UMAD5X-15-3	Investment Management 2023-24	15	Optional
UMOD6F-15-3	Organisational Leadership 2023-24	15	Optional
UMAD5R-15-3	Personal Financial Planning 2023-24	15	Optional
UMMD7P-15-3	Project Management 2023-24	15	Optional
UMKD6V-15-3	Public Relations 2023-24	15	Optional
UMKDNY-15-3	Retail Marketing and Management 2023-24	15	Optional
UMED95-15-3	Sustainable Business 2023-24	15	Optional
UMED8X-15-3	The Economics of Developing Countries 2023-24	15	Optional
UMSD89-15-3	Virtual Business 2023-24	15	Optional
UMCDKM-15-3	Work Integrated Learning 2023-24	15	Optional

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 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 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