



## **Programme Specification**

### **Business and Management [Frenchay]**

Version: 2022-23, v2.0, 03 Apr 2023

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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

**Affiliated institutions:** Not applicable

**Teaching institutions:** UWE Bristol

**Study abroad:** Yes

**Year abroad:** Yes

**Sandwich year:** Yes

**Credit recognition:** No

**Department responsible for the programme:** FBL Dept of Business & Management, Faculty of Business & Law

**Contributing departments:** Not applicable

**Professional, statutory or regulatory bodies:**

Chartered Management Institute (CMI)

**Apprenticeship:** Not applicable

**Mode 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.

**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 undertake 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

**Part B: Programme Structure****Year 1**

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

**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).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMCDN3-15-1	Business Decision Making for Management 2022-23	15
UMPDN6-15-1	Contemporary Business Issues 2022-23	15
UMCDMT-15-1	Enterprise and Entrepreneurship 2022-23	15
UMCDMW-15-1	Introduction to Business and Management 2022-23	15
UMAD4U-15-1	Understanding Business and Financial Information (Business, International and Management) 2022-23	15
UMOD63-15-1	Understanding Organisations and People (Business, International and Management) 2022-23	15
UMED8A-15-1	Understanding the Business and Economic Environment (Business, International and Management) 2022-23	15
UMKD6J-15-1	Understanding the Principles of Marketing (Business, International and Management) 2022-23	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).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMAD5H-15-2	Accounting Information for Business 2023-24	15
UMSD7R-15-2	International Business 2023-24	15
UMCDMA-15-2	Introductory Business Research Project (Business, International and Management) 2023-24	15
UMPDM5-15-2	Management Skills (Business and Management) 2023-24	15
UMPDM3-15-2	Managing People 2023-24	15
UMMDNX-15-2	Operations and Supply Management 2023-24	15
UMCDM8-15-2	Research Methods for Business 2023-24	15

### **Year 2 Optional Modules (Full Time and Sandwich)**

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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMODSW-15-2	Business Ethics: The Dark Side of Work and Organisations 2023-24	15
UMAD5N-15-2	Credit Management: Theory and Practice 2023-24	15
UMMDFY-15-2	Digital Business Management 2023-24	15
UMSD7Q-15-2	Entrepreneurship and Small Business 2023-24	15
UMPD7J-15-2	Equality Law and Diversity Management 2023-24	15
UMED8U-15-2	Good Business, Bad Business and Sustainability 2023-24	15

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UMED8P-15-2	International Trade and Multinational Business 2023-24	15
UMPDFN-15-2	Issues in Contemporary Employment Relations 2023-24	15
UMAD5M-15-2	Market Analysis for Private Investors 2023-24	15
UMKDQD-15-2	Marketing Planning and Practice 2023-24	15

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**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) .

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMCDHU-30-3	Applied Business Project 2024-25	30
UMCDFS-30-3	Business Project 2024-25	30



UMCD9W-30-3	Critical Business Enquiry Project 2024-25	30
UMCD9Q-30-3	Enterprise Project 2024-25	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 2024-25	15
UMODML-15-3	Managing Organisational Change 2024-25	15
UMSD7T-15-3	Strategic Management 2024-25	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 2024-25	15
UMCDN5-15-3	Placement Learning 2024-25	15

### Year 3 Optional Modules (Full Time)

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

Module Code	Module Title	Credit
UMAD5S-15-3	Accounting for Managers 2024-25	15
UMSD87-15-3	Business Innovation and Growth 2024-25	15
UMOD6G-15-3	Coaching in Organisations 2024-25	15
UMODS9-15-3	Creating a Better Future 2024-25	15

UMCDKD-15-3	Cross Cultural Learning and Development 2024-25	15
UMKD75-15-3	Events and Festivals Management 2024-25	15
UMKD6Q-15-3	Global Marketing Management 2024-25	15
UMKD6S-15-3	Interactive and Digital Marketing 2024-25	15
UMPD7G-15-3	International Human Resource Management 2024-25	15
UMAD5X-15-3	Investment Management 2024-25	15
UMOD6F-15-3	Organisational Leadership 2024-25	15
UMAD5R-15-3	Personal Financial Planning 2024-25	15
UMMD7P-15-3	Project Management 2024-25	15
UMKD6V-15-3	Public Relations 2024-25	15
UMKDNV-15-3	Retail Marketing and Management 2024-25	15
UMED95-15-3	Sustainable Business 2024-25	15
UMED8X-15-3	The Economics of Developing Countries 2024-25	15
UMSD89-15-3	Virtual Business 2024-25	15
UMODT5-15-3	Work Integrated Learning (Business & Management) 2024-25	15

#### 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
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UMCDHU-30-3	Applied Business Project 2025-26	30
UMCDFS-30-3	Business Project 2025-26	30
UMCD9W-30-3	Critical Business Enquiry Project 2025-26	30
UMCD9Q-30-3	Enterprise Project 2025-26	30

#### **Year 4 Compulsory Modules (Sandwich)**

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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMSDMK-15-3	Integrated Business Management Simulation 2025-26	15
UMODML-15-3	Managing Organisational Change 2025-26	15
UMSD7T-15-3	Strategic Management 2025-26	15

#### **Year 4 Optional Modules (Sandwich)**

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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMAD5S-15-3	Accounting for Managers 2025-26	15
UMSD87-15-3	Business Innovation and Growth 2025-26	15
UMOD6G-15-3	Coaching in Organisations 2025-26	15
UMODS9-15-3	Creating a Better Future 2025-26	15
UMKD75-15-3	Events and Festivals Management 2025-26	15
UMKD6Q-15-3	Global Marketing Management 2025-26	15
UMKD6S-15-3	Interactive and Digital Marketing 2025-26	15

UMPD7G-15-3	International Human Resource Management 2025-26	15
UMAD5X-15-3	Investment Management 2025-26	15
UMOD6F-15-3	Organisational Leadership 2025-26	15
UMAD5R-15-3	Personal Financial Planning 2025-26	15
UMMD7P-15-3	Project Management 2025-26	15
UMKD6V-15-3	Public Relations 2025-26	15
UMKDNV-15-3	Retail Marketing and Management 2025-26	15
UMED95-15-3	Sustainable Business 2025-26	15
UMED8X-15-3	The Economics of Developing Countries 2025-26	15
UMSD89-15-3	Virtual Business 2025-26	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.