Programme Specification

Business and Management [Frenchay]

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Contents

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 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

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).

Module Code	Module Title	Credit
UMCDN3-15-1	Business Decision Making for Management 2023-24	15
UMPDN6-15-1	Contemporary Business Issues 2023-24	15
UMCDMT-15-1	Enterprise and Entrepreneurship 2023-24	15
UMCDMW-15-1	Introduction to Business and Management 2023-24	15
UMAD4U-15-1	Understanding Business and Financial Information (Business, International and Management) 2023-24	15
UMOD63-15-1	Understanding Organisations and People (Business, International and Management) 2023-24	15
UMED8A-15-1	Understanding the Business and Economic Environment (Business, International and Management) 2023-24	15
UMKD6J-15-1	Understanding the Principles of Marketing (Business, International and Management) 2023-24	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 2024-25	15
UMSD7R-15-2	International Business 2024-25	15
UMCDMA-15-2	Introductory Business Research Project (Business, International and Management) 2024-25	15
UMPDM5-15-2	Management Skills (Business and Management) 2024-25	15
UMPDM3-15-2	Managing People 2024-25	15
UMMDNX-15-2	Operations and Supply Management 2024-25	15
UMCDM8-15-2	Research Methods for Business 2024-25	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 2024-25	15
UMAD5N-15-2	Credit Management: Theory and Practice 2024-25	15
UMMDFY-15-2	Digital Business Management 2024-25	15
UMSD7Q-15-2	Entrepreneurship and Small Business 2024-25	15
UMPD7J-15-2	Equality Law and Diversity Management 2024-25	15
UMED8U-15-2	Good Business, Bad Business and Sustainability 2024-25	15

UMED8P-15-2	International Trade and Multinational Business 2024-25	15
UMPDNF-15-2	Issues in Contemporary Employment Relations 2024-25	15
UMAD5M-15-2	Market Analysis for Private Investors 2024-25	15
UMKDQD-15-2	Marketing Planning and Practice 2024-25	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 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 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 2025-26	15
UMODML-15-3	Managing Organisational Change 2025-26	15
UMSD7T-15-3	Strategic Management 2025-26	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 2025-26	15
UMCDN5-15-3	Placement Learning 2025-26	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 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

Module Code	Module Title	Credit
UMCDKD-15-3	Cross Cultural Learning and Development 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
UMKDNY-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
UMODT5-15-3	Work Integrated Learning (Business & Management) 2025-26	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

UMCDHU-30-3	Applied Business Project 2026-27	30
UMCDFS-30-3	Business Project 2026-27	30
UMCD9W-30-3	Critical Business Enquiry Project 2026-27	30
UMCD9Q-30-3	Enterprise Project 2026-27	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 2026-27	15
UMODML-15-3	Managing Organisational Change 2026-27	15
UMSD7T-15-3	Strategic Management 2026-27	15

Year 4 Optional Modules (Sandwich)

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

Module Code	Module Title	Credit
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
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

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.