



Programme Specification

Business and Management [BIBM]

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Contents

Programme Specification.....	1
Section 1: Key Programme Details.....	2
Part A: Programme Information	2
Section 2: Programme Overview, Aims and Learning Outcomes	2
Part A: Programme Overview, Aims and Learning Outcomes	3
Part B: Programme Structure.....	9
Part C: Higher Education Achievement Record (HEAR) Synopsis	12
Part D: External Reference Points and Benchmarks	13
Part E: Regulations	13

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Business and Management [BIBM]

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: Bristol Institute of Business Management

Teaching institutions: Bristol Institute of Business Management

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

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

Professional, statutory or regulatory bodies: Not applicable

Modes of delivery: Full-time

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

For implementation from: 01 January 2019

Programme code: NA2013

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.

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.

Programme Learning Outcomes:

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

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
- 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

Assessment strategy: 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.

Included within the programme is a clear personal development strand of personable skills and 'brain habits' of the sort which facilitate the transition into HE and underpin

employability and lifelong learning. These Personal and Academic Literacies study, research, and employability skills are developed at all levels of the programme through the 15 and 30 credit modules as follows:

Level 4

Personal and Professional Strand (Employability) -Introduction to Business Management

Enquiry Strand (Research and Academic Skills development) - Contemporary Business Issues

Level 5

Personal and Professional Strand (Employability) - Managing People Management Skills

Enquiry Strand (Research and Academic Skills development) - Research Methods for Business

Level 6

Personal and Professional Strand (Employability) - Integrated Business Simulation

Enquiry Strand (Research and Academic Skills development) - Critical Business Enquiry Project or Enterprise Project

Student support: Study Facilities

Students who choose to transfer to Frenchay campus for their final year will study at our £55m Bristol Business School and 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. UWE's specialist library, business librarians manage vast collections to support research. Students may attend workshops to develop information or study skills. The library and Business School both offer spaces for silent and group study and rooms that can be booked. Students have access to recommended books, trade press, academic journals, and industry databases on and off campus.

Part B: Programme Structure

Year 1

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
UMPTFF-15-1	RISE Foundations of Management Practice 2024-25	15
UMSTFG-15-1	RISE Business Decision Making 2024-25	15
UMOTFH-15-1	RISE Enterprise and Entrepreneurship 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

Students must take 120 credits from the modules in Compulsory Modules.

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

Students must take 120 credits from the modules in Year 2.

Year 2 Optional Modules

Module Code	Module Title	Credit
UMSD7Q-15-2	Entrepreneurship and Small Business 2025-26	15
UMAD5N-15-2	Credit Management: Theory and Practice 2025-26	15
UMED8P-15-2	International Trade and Multinational Business 2025-26	15
UMMDFY-15-2	Digital Business Management 2025-26	15

Year 2 Compulsory Modules

Students must take 105 credits from the modules in Compulsory Modules.

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
UMPDM5-15-2	Management Skills (Business and Management) 2025-26	15
UMPDM3-15-2	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 3

Students must take 120 credits from the modules in Year 3.

Year 3 Optional Modules

Module Code	Module Title	Credit
UMMD7P-15-3	Project Management 2026-27	15
UMOD6F-15-3	Organisational Leadership 2026-27	15
UMPD7F-15-3	Human Resource Development and Knowledge Management 2026-27	15
UMSD84-15-3	Entrepreneurship - Ideas and Practices 2026-27	15
UMKD75-15-3	Events and Festivals Management 2026-27	15
UMKD6S-15-3	Interactive and Digital Marketing 2026-27	15
UMSD7W-15-3	International Business in Emerging Markets 2026-27	15
UMPD7G-15-3	International Human Resource Management 2026-27	15

Year 3 Compulsory Project Module

Module Code	Module Title	Credit
UMCD9W-30-3	Critical Business Enquiry Project 2026-27	30
UMCD9Q-30-3	Enterprise Project 2026-27	30
UMCDHU-30-3	Applied Business Project 2026-27	30
UMCDFS-30-3	Business Project - Withdrawn 2026-27	30

Year 3 Compulsory Modules

Students must take 45 credits from the modules in Compulsory Modules.

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

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.