



Programme Specification

Business Administration [Frenchay]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Business Administration [Frenchay]

Highest award: MBA Business Administration

Interim award: PGCert Business Administration

Interim award: PGDip Business Administration

Awarding institution: UWE Bristol

Teaching institutions: UWE Bristol

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:

Chartered Management Institute (CMI)

Modes of delivery: Full-time

Entry requirements:

For implementation from: 01 September 2021

Programme code: N12212

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: The MBA programme aims to prepare managers for the changing demands of the global market and the increasing complexity of contemporary business and organisations.

The programme is practice orientated and aims to integrate theory and practice, developing students both academically and professionally. Students will be able to ground their new knowledge within the base of their previous or current experience (and that of the rest of their cohort of students), be able to reflect on and learn from that past and present experience and be able to integrate new knowledge with past experience and apply it to new situations. They will be able to engage in evidence-based, ethical and sustainable management and business decision-making and have developed a range of professional and transferable skills.

Features of the programme:

Educational Aims: The programme aims to provide students with flexibility as to how they study and the ability, through their choice of electives and project module/MBA, to tailor the programme to meet their own professional requirements.

Considerable emphasis is placed on the professional development of students throughout the programme

Programme Learning Outcomes:

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

Knowledge and Understanding

- A1. The impact of the external context on organisations: external context includes economic, environmental, ethical, legal, political, sociological and technological, together with their effects at local, national and international levels upon the strategy, behaviour, management and sustainability of organisations

- A2. The development and operation of markets for resources, goods and services; customer expectations, service and orientation.
- A3. The sources, uses and management of finance; the use of accounting and other information systems for managerial applications.
- A4. The management of resources and operations in the production and marketing of goods and/or services.
- A5. The development, management and exploitation of information systems and their impact upon organisations.
- A6. The leadership, management and development of people within organisations; change management
- A7. The development of appropriate policies and strategies within a changing context to meet stakeholder interests
- A8. A range of contemporary and pervasive issues which may change over time.

Intellectual Skills

- B1. Critical thinking and creativity: manage the creative processes in self and others; organise thoughts, analyse, synthesise and critically appraise. This includes the capability to identify assumptions, evaluate statements in terms of evidence, detect false logic or reasoning, identify implicit values, define terms adequately and generalise appropriately.
- B2. Using information and knowledge effectively: scanning and organising data, synthesising and analysing in order to abstract meaning from information and to share knowledge.

Subject/Professional Practice Skills

- C1. Numeracy and quantitative skills including the development and use of relevant business models
- C2. Comprehension and effective use of relevant communication and information technology for application in business and management
- C3. Effective two-way communication: listening, effective oral and written communication of complex ideas and arguments, using a range of media, including the preparation of business reports.

- C4. Leadership and performance management: selecting appropriate leadership style for different situations; setting targets, motivating, monitoring performance, coaching and mentoring.
- C5. The ability to conduct research into business and management issues either individually or as part of a team through research design, data collection, analysis, synthesis and reporting.
- C6. Complex problem-solving and decision-making: establish criteria, using appropriate decision-making techniques including identifying, formulating and solving business problems; the ability to create, identify and evaluate options; the ability to implement and review decisions.
- C7. The ability to interact effectively with a range of specialists and clients

Transferable Skills and other attributes

- D1. Personal effectiveness: self-awareness and self-management; time management; sensitivity to diversity in people and different situations; the ability to continue learning including through reflection on practice and experience.
- D2. Effective performance within team environments and the ability to recognise and utilise individuals' contributions in group processes and to negotiate and persuade or influence; team selection, delegation, development and management.
- D3. Ability to recognize and address ethical dilemmas and corporate social responsibility issues, applying ethical and organizational values to situations and choices

Assessment strategy: The assessment strategy has been designed to test the programme learning outcomes.

Student support:

Part B: Programme Structure

Year 1

Full time students must take 180 credits from the modules in Year 1.

Year 1 Compulsory Modules (Full Time)

Full time students must take 165 credits from the modules in Compulsory Modules (Full Time).

Module Code	Module Title	Credit
UMSDX9-60-M	Executive Project and Research Methods: MBA 2025-26	60
UMADFJ-15-M	Financial Decision Making 2025-26	15
UMODFH-15-M	Leadership, Complexity and Change 2025-26	15
UMPDFL-15-M	Managing People in a Global Context 2025-26	15
UMKDFG-15-M	Marketing Management 2025-26	15
UMODJD-15-M	Professional and Academic Development- Integrating the MBA Learning Experience 2025-26	15
UMSDFM-15-M	Strategy and Implementation 2025-26	15
UMMDFF-15-M	Systems, Structures and Operations 2025-26	15

Year 1 Optional Modules (Full Time)

Full time students must take 15 credits from the modules in Optional Modules (Full time) (NB: not all the validated modules will necessarily be offered in every academic year)

Module Code	Module Title	Credit
UMACLK-15-M	Financial Statement Analysis 2025-26	15
UMMDF7-15-M	Digital Business Information Systems 2025-26	15
UMSDF3-15-M	Emerging Markets: The New World Order 2025-26	15

UMSCCW-15-M	Management Consultancy 2025-26	15
UMODUS-15-M	Professional Practice in Self-Leadership for Senior Leaders 2025-26	15
UMMDF6-15-M	Project Management in a Complex World 2025-26	15

Part C: Higher Education Achievement Record (HEAR) Synopsis

This flexibly delivered programme prepares managers for the demands of the global market and the increasing complexity of contemporary business and organisations. Students will be able to ground their new knowledge within the base of their previous experience (and that of the rest of their cohort of students), be able to reflect on and learn from that past experience and be able to integrate new knowledge with past experience and apply it to new situations. They will be able to engage in evidence-based, ethical and sustainable management and business decision-making and have developed a range of professional and transferable skills.

Part D: External Reference Points and Benchmarks

The programme has been designed to accord with the UWE Strategy 2020 of delivering professionally recognised and practice-oriented programmes, which contribute to an outstanding learning experience and generate excellent graduate employment opportunities and outcomes for all students.

The views of current students, alumni, employers and external academic advisors have been taken into account in the development of the programme.

The programme aligns to level 7 of the Framework for Higher Education Qualifications and against the Subject Benchmark for Masters courses in Business and Management (type 3 provision).

QAA UK Quality Code for HE-Framework for higher education qualifications (FHEQ)

Subject benchmark statements

Qualification characteristics for Master's degrees

The design has also been informed by the guidelines for MBA provision of EFMD and AACSB.

It also aligns with the Principles for Responsible Management Education.

Part E: Regulations

Approved to University Regulations and Procedures.