



Programme Specification

Business Administration [Frenchay]

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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	2
Part B: Programme Structure.....	10
Part C: Higher Education Achievement Record (HEAR) Synopsis	11
Part D: External Reference Points and Benchmarks	11
Part E: Regulations	12

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: Not applicable

Modes of delivery: Full-time

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

For implementation from: 01 September 2026

Programme code: N12212

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: The UWE Bristol MBA provides ambitious students with aspirations of business management and leadership, a contemporary overview of business and its interrelated functions, and equips them with the necessary skills, knowledge and confidence to sustainably drive the growth and transformation of businesses.

The programme aims to challenge students in their ways of thinking, behaving, and learning. During this programme students will complete core modules with the aim of developing their knowledge and academic, professional and interpersonal skills, to be able to manage and transform business, in an ethical and sustainable manner.

The programme builds on student's existing management/executive level experience and leverages peer to peer learning and provides an opportunity to customise their learning and its application in real-world interactive environments, be that through live simulations or through interaction with real businesses in a management consultant capacity or as an entrepreneur.

Features of the programme: Core Features

Specialist Focus: Designed for students with management experience, this programme combines a comprehensive, masters level business and management knowledge with an emphasis on gaining further practical experience by working with real businesses.

Career Accelerator: This module will help students to create and implement a personalised career plan, learning the skills to continue their development planning throughout their professional life.

Skills Development: Focuses on ethical decision-making, contemporary challenges, and transferable skills such as teamwork, communication, and innovative thinking.

Employers: Developed and delivered with industry input to ensure relevance and competitiveness in the job market.

Holistic Business Understanding: Integrated learning that provides a strong

foundation in organisational functions and decision making at all levels of an organisation.

Undertake an applied research, consultancy or enterprise project module focusing on addressing real-world business problems and enhancing students' entrepreneurial prospects.

Student-centred approach to learning and teaching, where knowledge is constructed by students through their engagement in a combination of lectures, seminars, group work and mentoring activities underpinned by its application to real-world business cases, and supported by independent study and by in-person and online resources to aid academic and professional growth.

Authentic assessment focused on developing workplace-relevant skills: teamwork, evidence-based debate, communication, reflection, decision-making and problem-solving.

Strategic Partnerships

The programme will leverage partnerships with innovation centres and business-support organisations, such as UWE's Future Space, which hosts over 60 innovative start-ups and SMEs, to provide real-life case studies, business mentors, and student placements.

Outcome

Graduates will leave with a valuable academic qualification, practical skills, confidence, networks, and a competitive edge to pursue careers in senior management or entrepreneurship.

Career Opportunities

The Masters in Business Administrations prepares students for leadership roles in a variety of sectors, as well as providing the skills and knowledge required to succeed as an entrepreneur.

Educational Aims: The programme aims to provide students with a comprehensive, masters-level knowledge and an array of advanced business skills. By providing a range of real business experiences, students will consolidate their knowledge and hone their skills, developing their ability to establish, develop and lead a business.

Programme Learning Outcomes:

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

Programme Learning Outcomes

- PO1. Demonstrate comprehensive knowledge and understanding of organisations, their external and internal context, to critically analyse their practices and strategically evaluate the role of leadership in driving stakeholder value, in cross-cultural and changing business environments.
- PO2. Demonstrate systematic understanding of research approaches, methods, and techniques required to investigate contemporary business and management issues, with appreciation of how the boundaries of knowledge are advanced through research.
- PO3. Utilise academic, professional and advanced interpersonal skills in business contexts to enhance performance and drive change, in unpredictable and unfamiliar contexts.
- PO4. Apply skills and knowledge to a range of business problems and contexts to propose strategic solutions which are creative and robust, while considering ethical, social and environmental impacts.
- PO5. Evidence the ability to enhance professional futures, evaluate their current personal and professional development, and formulate plans to achieve personal and career goals.

Assessment strategy: The programme's assessment strategy emphasises subject knowledge and practical and professional skills within a strategic context. Aligned with this, assessments are authentic to reflect the transferable skills required of a senior leader. Authentic assessment means asking students to perform real-world tasks that demonstrate meaningful application of essential knowledge and skills.

The assessment strategy is considered across the programme and includes a balance of formative and summative assessments designed to facilitate progression

through differing levels of complexity. This is particularly important in a multidisciplinary programme such as this, where the focus is on developing students from different backgrounds with different levels of knowledge and experience in business.

Students have diverse strengths and learning styles. By using multiple methods of assessment, educators can provide a more inclusive and fair evaluation of all students.

Inclusivity is key at UWE and support along with a balanced assessment strategy becomes paramount to students' success. This balanced approach enables the development of subject-knowledge and a range of transferable skills that support UWE's graduate attributes and employability principles.

Accordingly, students will demonstrate the achievement of the programme and module learning outcomes through a range of assessment types, including portfolios, presentations, reflections, reports and case studies.

Support will be provided at module level to help students understand specific assessment requirements. However, a short definition of each assessment type is also provided here for reference purposes.

A portfolio is an assignment which is usually a collection of related work undertaken over a length of time which may include reflective written work, professional body requirements e.g. competency achievement/sign off or reviews of related topics.

A presentation is a way of setting out and explaining a student's ideas to others in a formal and succinct manner. Presentations can be delivered either orally or as a poster and may be done individually or as part of a group.

Reflection enhances deeper learning and a reflective diary collates a student's personal learning journey through feelings, thoughts and lessons learnt, sometimes resulting in change of practice.

A report is a highly structured piece of work. A particular kind of report will often follow a template, itemising sections such as headings, sub-headings and appendices. These sections act as guidelines and encourage students to take a systematic approach to the subject material they need to cover. They help ensure that the content is clearly organised and enhance the professional appearance of the report. Reports also often include data that is communicated in the form of tables, charts and infographics. Since report structure is so important, it is essential that students read the assignment brief carefully, noting any specific guidance for presentation and assessment criteria.

A case study is a detailed account of a situation, event, decision or problem. Case studies are often used for analysis and problem solving, as a means of relating theoretical knowledge to real circumstances.

An essay is a written piece of work which may analyse, critique, review and/or discuss a specific topic. The arguments within the essay will be informed by texts, peer-reviewed sources and appropriate e-resources.

An examination or exam is a piece of work produced under controlled conditions. It is usually scheduled for a specific time and date, and usually has a time limit.

A critical discussion is an oral examination in which the examiner(s) discuss a student's work in order to establish, asking the student to explain and justify various aspects of a project or a piece of work that they have produced.

Student support: Programme and Module leaders

Student support for overarching academic and professional concerns, is provided by Programme Leaders, all issues relating to the content, delivery and assessment of modules is provided by Module Leaders.

Business Mentors

Experienced business practitioners will impart industry knowledge and offer support as mentors, assisting students with their academic tasks and providing guidance on

future career choices. These practitioners will share their real-world insights, helping students to understand the practical applications of their studies and navigate the complexities of the business world. By offering personalised advice and mentorship, they will play a crucial role in shaping students' professional development and career trajectories.

Student Advisors

For concerns of a personal nature, students can access help from Student Advisors. Student Advisors provide timely, accurate and confidential advice where necessary on all aspects of the provision, for example assessment arrangements, personal circumstance procedures, progression counselling, as well as personal issues such as problems with studying or meeting deadlines, financial matters, ill health and so on including, when-relevant, how to access the wider support provided by the University. This service is supplemented by extensive online resources.

Career support

The UWE Careers Service provides high quality professional advice and guidance focusing on enabling students to take control of and responsibility for their own career planning and progression/development. There are regular Careers & Employability What's On updates sent to all students via the programme Blackboard pages.

UWE Careers support is integrated throughout the programme with direct input from UWE careers team. UWE Careers also offers support on developing the skills, experience and knowledge necessary for improving employability prospects. Students can access support around finding vacancies for work experience, volunteering, part time work and internships, as well as events and workshops. UWE Careers provides recruiter facing services including advertising graduate job vacancies, work experience and volunteering opportunities. There are also part time jobs advertised by the Student Union JobShop. There is specialist support for international students including specific resources developed for a range of countries. Students are introduced to the service during the induction week for the course and are encouraged to use the service all through their programme and after graduation.

Induction

All students take part in an Induction programme at the start of their postgraduate studies and are provided with a programme handbook via the programme BlackBoard pages. Students are also encouraged to feedback their experience or any concerns they may have through weekly programme leader individual drop in meetings and through whole programme meetings that are aimed at covering more general issues.

Study Facilities

The Bristol Business School has state-of-the-art facilities in its £55 million building within which students have access to cutting-edge learning spaces. Designed with student input, the Business School building offers learning spaces for individual and group study plus bookable conference rooms. The Business School and library offer spaces for silent and group study and bookable rooms. In our specialist library and learning hub, business librarians manage vast collections to support students research. Students will have access to recommended books, trade press, academic journals, and industry databases on and off campus. The library also offers workshops to develop study skills.

Student Union and Course Representatives

An important part of the programme is the involvement of students. Two or three student representatives are elected to serve on the Student Representatives & Staff Forum meetings that are held each term to discuss issues raised by students in relation to their experience of studying at UWE and on the programme. These meetings feed directly into the governance structures at the university.

Disability Services

Support for students with learning adjustments is coordinated centrally through Disability Services. This acts as a holistic service for students and applicants to the University and also supports the academic and administrative staff.

Other Services

In addition to the above, the University's Student Services offers a range of services to support students during their time at university and beyond:

University Health Centre and general advice on Staying Healthy

Careers and employability, advice on choosing a career, and finding student and graduate vacancies

UWE volunteering, opportunities for students to get involved in the local community through - the Community Volunteer Programme

Student Advisors & Counselling to support wellbeing

The Living Centre, for support with faith and spiritual matters

Global student support, to help international students to make the most of living and studying in the UK

Managing disability and dyslexia, to get help with all disability related support needs

Money and Visas, for financial check-ups, or help with UK visas.

Part B: Programme Structure

Year 1

Students must take 180 credits from the modules in Year 1.

Year 1 Compulsory Modules (Full-time)

Students must take 180 credits from the modules in Compulsory Modules (Full-time).

Module Code	Module Title	Credit
UMSTFC-30-M	MBA Project: Project Implementation 2026-27	30
UMSTFB-30-M	MBA Project: Feasibility Study and Project Proposal 2026-27	30
UMSTDY-30-M	Transformation, Innovation and Growth 2026-27	30
UMOTDX-30-M	Operational Organisation 2026-27	30
UMOTDW-30-M	Leadership, Governance and Management of Change 2026-27	30
UMPTEA-30-M	Career Accelerator 2026-27	30

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 reflect the UWE Bristol 2030 Strategy, which includes the aim of delivering outstanding practice-led learning, fostering the development of ready and able graduates who are ambitious, collaborative, innovative, inclusive and enterprising. The UWE Bristol 2030 Teaching and Learning Strategy further sets out a commitment to personalised experiences for all learners, practice-led, research informed learning and teaching, digitally enabled, problem-based education and the championing of teaching excellence.

The views of current students, alumni, employers and international collaborative partners have been reflected in the design of the programme.

The programme aligns with the QAA's Characteristics Statement for Masters Degrees (QAA 2020) and Subject Benchmarks Statement for Masters Degrees in Business and Management (QAA 2023). It has also been designed to satisfy the requirements of the Masters Level (Level 7) descriptors of the QAA's Framework for Higher Education Qualifications in England, Wales and Northern Ireland, January 2024.

We also considered UWE's stated Teaching and Learning Competencies and the AMBA programme accreditation Learning Outcomes requirements, although the AMBA mapping was done for comparison with leading competitors rather than for

accreditation purposes. Additionally, AACSB standards and UWE Strategy 2030 were integral to our design process, alongside adherence to university policies.

This benchmarking was also done against similar programmes at other leading business schools, and has led to revisions including in our assessment strategy to minimise plagiarism and other assessment offences, and the introduction of new modules to reflect contemporary business standards and enhance employability prospects.

Part E: Regulations

Approved to University Regulations and Procedures