



SECTION 1: KEY PROGRAMME DETAILS

PART A: PROGRAMME INFORMATION	
Highest Award	BA (Hons) Business and Management {Top Up}
Awarding Institution	UWE Bristol
Teaching Institution	UWE Bristol
Delivery Location	Frenchay Campus
Study Abroad / Exchange / Credit Recognition	Placement X Sandwich Year X Credit Recognition X Year Abroad X
Faculty Responsible For Programme	Faculty of Business & Law
Department Responsible For Programme	FBL Dept of Business & Management
Apprenticeships	
Mode of Delivery	Full-time
ENTRY REQUIREMENTS	UCAS Tariff Points: For the current entry requirements see the UWE public website.
For Implementation From	2 Sep 2019
ISIS Code/s	Programme Code N12T13-SEP-FT-FR-N12T Other codes: JACS Business studies HECoS 100078: Business and Management UCAS SLC

SECTION 2: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES**PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES****1. (Programme) Overview (c. 400 words)**

This programme offers students a flexible, contemporary and integrated business and management education covering key disciplines and operational areas of business. The curriculum challenges students in their ways of thinking, behaving and learning, covering critical business issues of change and complexity, ethics & ethical decision-making, sustainability and global citizenship within their disciplinary context.

2. Educational Aims (c. 4-6 aims)

Student achievement is supported by support for academic and professional development that both 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 to addressing business problems to draw considered and appropriate conclusions which can be communicated effectively in a variety of forms;

Acquire an informed understanding of critical contemporary business issues and theoretical debates, including ethics & ethical decision-making, sustainability and global citizenship;

Work with academic theory in practice.

3. Programme and Stage Learning Outcomes (c. 6-8 outcomes)**Programme (Learning) Outcomes (POs)****Knowledge and Understanding**

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|----|--|
| A1 | The global business environment. |
| A2 | Key functional areas of business and management business areas, such as marketing, accounting, human resources, strategy and operations management. |
| A3 | How aspects of business and management interrelate and affect overall organisational performance. |
| A4 | Current issues and priorities in contemporary management including entrepreneurship, change management and sustainability, ethics and corporate social responsibility. |

Intellectual Skills

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|----|---|
| B1 | Identify and analyse business and management problems utilizing appropriate concepts, models and frameworks. |
| B2 | Ability to gather, critically evaluate and apply information, data and evidence from a range of resources. |
| B3 | Analysis and critical thinking skills to develop informed arguments and propose evidence-based recommendations in defined contexts. |

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

- B4 Ability to express ideas and solutions to problems fluently in a manner appropriate to the needs of diverse audiences and in a variety of format.
- B5 Design, execute and evaluate ethical research into business and management issues.

Subject/Professional Practice Skills

- C1 Effective use of a range of ICT tools.
- C2 Work effectively as a member of a team to achieve goals within time constraints and utilizing the contributions of individual group members.
- C3 Ability to recognize and address a range of ethical dilemmas, applying the principles of ethical management to a range of situations and choices.

Transferable Skills and other attributes

- D1 Self-awareness and reflectivity in practice.
- D2 Ability to articulate and apply knowledge and skills gained during their studies to support their ongoing personal development.
- D3 Ability to apply the principles of ethical management.
- D4 Understanding of the value of diversity and global in outlook.

PART B: Programme Structure**1. Structure****Year 1****Year 1 Compulsory modules**

Students must choose:

Enterprise Project OR Business Project

Code	Module Title	Credit	Type
UMCDQ3-15-3	Academic and Professional Development 2020-21	15	Compulsory
UMCDFS-30-3	Business Project 2020-21	30	Compulsory
UMSDQ5-15-3	Business Strategy 2020-21	15	Compulsory
UMCD9Q-30-3	Enterprise Project 2020-21	30	Compulsory

UMSDMK-15-3	Integrated Business Management Simulation 2020-21	15	Compulsory
UMODML-15-3	Managing Organisational Change 2020-21	15	Compulsory
Year 1 Optional modules			
Additional options, as appropriate and available, may be offered through the annual Online Module Choices process each year.			
Code	Module Title	Credit	Type
UMKDCA-15-3	Brand Management 2020-21	15	Optional
UMSD87-15-3	Business Innovation and Growth 2020-21	15	Optional
UMMD7N-15-3	Competing Through Quality 2020-21	15	Optional
UMKDMQ-15-3	Digital Marketing Communication 2020-21	15	Optional
UMSD4T-15-3	Doing Business in Asia 2020-21	15	Optional
UMKD75-15-3	Events and Festivals Management 2020-21	15	Optional
UMKD6Q-15-3	Global Marketing Management 2020-21	15	Optional
UMPD7F-15-3	Human Resource Development and Knowledge Management 2020-21	15	Optional
UMSD7W-15-3	International Business in Emerging Markets 2020-21	15	Optional
UMAD5T-15-3	International Financial Management 2020-21	15	Optional
UMPD7G-15-3	International Human Resource Management 2020-21	15	Optional
UMKDSA-15-3	International Marketing Communications 2020-21	15	Optional
UMAD5X-15-3	Investment Management 2020-21	15	Optional

UMMD7P-15-3	Project Management 2020-21	15	Optional
UMKDNV-15-3	Retail Marketing and Management 2020-21	15	Optional
UMED95-15-3	Sustainable Business 2020-21	15	Optional
UMED8X-15-3	The Economics of Developing Countries 2020-21	15	Optional
UMSD89-15-3	Virtual Business 2020-21	15	Optional

PART C: Higher Education Achievement Record (HEAR) Synopsis

This course provides a comprehensive business education, equipping students with the knowledge and skills for a successful career in a complex business world. It offers a broad range of modules, enabling students to develop the knowledge to support the achievement of 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 business environment.

PART D: EXTERNAL REFERENCE POINTS AND BENCHMARKS

QAA UK Quality Code for HE
 Framework for higher education qualifications (FHEQ)
 Subject benchmark statements
 Qualification characteristics for Foundation degrees and Master's degrees

AACSB Accreditation Standards

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 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.