



Programme Specification

Business and Management {Top Up}[Sep][FT][NEU][1yr]

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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.....	5
Part C: Higher Education Achievement Record (HEAR) Synopsis	5
Part D: External Reference Points and Benchmarks	6
Part E: Regulations	6

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Business and Management {Top Up}[Sep][FT][NEU][1yr]

Highest award: BA (Hons) Business and Management

Awarding institution: UWE Bristol

Affiliated institutions: National Economics University Vietnam

Teaching institutions: National Economics University Vietnam

Study abroad: No

Year abroad: No

Sandwich year: No

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: Not applicable

Apprenticeship: Not applicable

Mode of delivery: Full-time

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

For implementation from: 01 September 2021

Programme code: N10L13-SEP-FT-NEU-N12T

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: 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.

Educational 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.

Programme Learning Outcomes:**Knowledge and Understanding**

- 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

- 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.
- 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

Year 1

Year 1 Compulsory modules

Module Code	Module Title	Credit
UMCDQ3-15-3	Academic and Professional Development 2021-22	15
UMCDFS-30-3	Business Project 2021-22	30
UMSDQ5-15-3	Business Strategy 2021-22	15
UMSDMK-15-3	Integrated Business Management Simulation 2021-22	15
UMODML-15-3	Managing Organisational Change 2021-22	15
UMKD6R-15-3	Marketing Services and the Customer Experience 2021-22	15
UMSD89-15-3	Virtual Business 2021-22	15

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.