Programme Specification

Business and Management {Top Up}[Frenchay]

Version: 2026-27, v1.0, Validated

Contents

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Business and Management {Top Up}[Frenchay]

Highest award: BA (Hons) Business and Management

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: 02 September 2019

Programme code: N12T13

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.

Features of the programme:

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

Assessment strategy: Student learning is grounded in the external context wherever appropriate through, for example, external speakers, assessment that provides opportunities for students to test out concepts in practice and incorporation of reflections on own experience of organisations.

The curriculum and assessment of student learning builds on prior study of business and management equivalent to FHEQ levels four and five to enable an understanding of a complex body of knowledge, some of it at the current boundaries of the academic discipline.

Student support:

Part B: Programme Structure

Year 1
The student must take 120 credits from the modules in Year 1.

Year 1 Optional Modules - Project
Students must take 30 credits from the modules in 'Optional Modules - Project'.

Students can only select UMCD9Q-30-3 Enterprise Project if agreed with programme staff

Module Code	Module Title	Credit
UMCDVE-15-3	Business Project in Theory 2026-27	15
UMCDVF-15-3	Business Project 2026-27	15

UMCD9Q-30-3	Enterprise Project 2026-27	30

Year 1 Compulsory Modules
Students must take 60 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UMCDQ3-15-3	Academic and Professional Development 2026-27	15
UMSDQ5-15-3	Business Strategy 2026-27	15
UMSDMK-15-3	Integrated Business Management Simulation 2026-27	15
UMODML-15-3	Managing Organisational Change 2026-27	15

Year 1 Optional Modules
Students must take 30 credits from the modules in Optional Modules.

Additional options, as appropriate and available, may be offered through the annual Online Module Choices process each year.

Module Code	Module Title	Credit
UMPD7G-15-3	International Human Resource Management 2026-27	15
UMED95-15-3	Sustainable Business 2026-27	15
UMKDCA-15-3	Brand Management 2026-27	15
UMSD87-15-3	Business Innovation and Growth 2026-27	15
UMMD7N-15-3	Competing Through Quality 2026-27	15
UMKD75-15-3	Events and Festivals Management 2026-27	15
UMSD7W-15-3	International Business in Emerging Markets 2026-27	15

UMAD5T-15-3	International Financial Management 2026-27	15
UMKDSA-15-3	International Marketing Communications 2026-27	15
UMAD5X-15-3	Investment Management 2026-27	15
UMMD7P-15-3	Project Management 2026-27	15
UMKDNY-15-3	Retail Marketing and Management 2026-27	15
UMED8X-15-3	The Economics of Developing Countries 2026-27	15
UMSD89-15-3	Virtual Business 2026-27	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.