



SECTION 1: KEY PROGRAMME DETAILS

PART A: PROGRAMME INFORMATION	
Highest Award	BA (Hons) Business Management with Marketing
Interim Award	BA Business Management with Marketing
Interim Award	DipHE Business Management with Marketing
Interim Award	CertHE Business Management with Marketing
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	2019
ISIS Code/s	Programme Code N1NN13-SEP-FT-FR-N1N5 Other codes: JACS Marketing HECoS 100000: Undefined UCAS SLC

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

The BA (Hons) Business Management with Marketing programme offers students a current and integrated business education covering the main disciplines and operational areas of business as well as marketing. BA (Hons) Business Management with Marketing has been designed to combine a comprehensive business education with the opportunity to specialise in the field of Marketing. The degree offers a chance to study both business and specialist Marketing modules covering a wide range of perspectives, principles, practices and contemporary issues.

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

As the programme progresses, learning and skills developed through the study of business modules are applied to a wide range of Marketing issues. Students also have the opportunity to specialise and focus on a variety of aspects of Marketing issues and debates. By the final year, students are equipped through both their first two years of study (this is further enhanced by the opportunity to complete a work placement) to undertake both integrative and specialist subjects, and to complete an independent research-based piece of work. The philosophy of the programme is underpinned by a commitment to developing students as independent autonomous learners. One of the award's attractions is that students are able to specialise in Marketing within a broad-based business degree. This provides them with flexibility of opportunity on successful completion of their degree to either pursue a career in Marketing or to use their in-depth knowledge of Marketing within a broader business field.

This Programme aims to enable students to:

Study organisations, their management and the changing external environments in which they operate.

Identify and analyse business problems, and evaluate alternative solutions.

Study, analyse and critique complex theoretical debates, and apply to both work-based experience and case studies.

Study specialist Marketing modules covering the wide range of perspectives, principles, practices and contemporary issues that are contained in the real world of Marketing at the workplace

Prepare for a career in business and management, within or outside the fields of Marketing.

Provide an opportunity to experience and reflect on work-based learning

Contribute to society at large by enhancing life-long learning skills and personal development

3. Programme and Stage Learning Outcomes (c. 6-8 outcomes)

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

Programme (Learning) Outcomes (POs)

Knowledge and Understanding

A1	The global business environment
A2	The nature of markets and customers and the role of marketing.
A3	The use of accounting and the sources, uses and management of finance.
A4	The nature of organisations, work and management.
A5	The management and development of people
A6	The management of resources and operations.
A7	The management of information systems and use of communication and information technology
A8	Business policy and strategy
A9	Quantitative methods for managerial applications
A10	Business and management research
A11	Ethics and ethical decision making; sustainability and global citizenship
A12	Knowledge appropriate to programme subject specialism

Intellectual Skills

B1	Gather and critically evaluate evidence and information from a range of sources.
B2	Identify and analyse business problems in a range of contexts using appropriate concepts and frameworks
B3	Draw conclusions, develop judgements, create and evaluate alternative solutions and make decisions on their application.
B4	Apply these skills in a range of complex and unpredictable contexts.

Subject/Professional Practice Skills

C1	Carry out a business and management research programme
C2	Write management reports
C3	Contribute effectively to group projects and deliver presentations
C4	Select and use subject specific tools and techniques
C5	Develop professional identity and subject expertise relevant to degree programme, i.e. Business Management and marketing

Transferable Skills and other attributes

D1	Work effectively alone.
D2	Work effectively in groups
D3	Present, discuss and defend ideas concepts and views through formal and informal written and spoken languages.
D4	Extract, process and present numerical information for a given purpose
D5	Use information technology
D6	Manage own time and workload
D7	Take responsibility for own learning.
D8	Reflect on own performance and respond positively to feedback
D9	Transfer knowledge and skills across different settings
D10	Develop a strong sense of self and the life-long learning skills to make an ongoing contribution to society at large.
D11	Develop skills related to enterprise.g. creative problem solving, analysis, evaluation of alternatives and planning

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

Code	Module Title	Credit	Type
UMCDN4-15-1	Business Decision Making for Marketing and Events 2019-20	15	Compulsory
UMKDQY-15-1	Business Marketing in Society 2019-20	15	Compulsory
UMEDGW-15-1	Economics for Events and Marketing 2019-20	15	Compulsory
UMCDMT-15-1	Enterprise and Entrepreneurship 2019-20	15	Compulsory
UMCDMX-15-1	Introduction to Management 2019-20	15	Compulsory
UMADDN-15-1	Understanding Business and Financial Information (Marketing, Events and Tourism) 2019-20	15	Compulsory
UMODDP-15-1	Understanding Organisations and People (Marketing, Events and Tourism) 2019-20	15	Compulsory
UMKDDE-15-1	Understanding the Principles of Marketing for Marketing and Events 2019-20	15	Compulsory

Year 2**Year 2 Compulsory Module Choices**

Code	Module Title	Credit	Type
UMADDF-15-2	Financial Aspects for Marketing, Events & Tourism 2020-21	15	Optional
UMKDQU-15-2	Practical Digital Skills 2020-21	15	Optional

Year 2 Compulsory Modules

Code	Module Title	Credit	Type
UMKD6N-15-2	Applied Marketing Practice 2020-21	15	Compulsory
UMCDMB-15-2	Introductory Research Project (Marketing and Events) 2020-21	15	Compulsory
UMPDM6-15-2	Management Skills for Marketing and Events 2020-21	15	Compulsory
UMPDM3-15-2	Managing People 2020-21	15	Compulsory
UMKDQD-15-2	Marketing Planning and Practice 2020-21	15	Compulsory
UMCDM9-15-2	Research Methods for Marketing and Events 2020-21	15	Compulsory
UMMDP4-15-2	Service Operations 2020-21	15	Compulsory

Year 3**Year 3 Compulsory Final Project Choice Modules**

Final Year Project (30 credits from a choice of):

Code	Module Title	Credit	Type
UMCDHU-30-3	Applied Business Project 2021-22	30	Compulsory
UMCDFS-30-3	Business Project 2021-22	30	Compulsory
UMCD9W-30-3	Critical Business Enquiry Project 2022-23	30	Compulsory

UMCD9Q-30-3	Enterprise Project 2021-22	30	Compulsory
Year 3 Compulsory Modules			
UMCDKM-15-3 Work Integrated Learning OR UMCDKD-15-3 Cross Cultural Learning and Development			
Code	Module Title	Credit	Type
UMCDKD-15-3	Cross Cultural Learning and Development 2021-22	15	Compulsory
UMSDMK-15-3	Integrated Business Management Simulation 2021-22	15	Compulsory
UMODML-15-3	Managing Organisational Change 2021-22	15	Compulsory
UMSDDJ-15-3	Strategic Management (Marketing, Events and Tourism) 2021-22	15	Compulsory
UMCDKM-15-3	Work Integrated Learning 2021-22	15	Compulsory
Year 3 Optional Modules			
Code	Module Title	Credit	Type
UMKDCA-15-3	Brand Management 2021-22	15	Optional
UMKDMR-15-3	Campaign and Event Analytics 2021-22	15	Optional
UMKDMQ-15-3	Digital Marketing Communication 2021-22	15	Optional
UMKDQX-15-3	Digital Marketing Strategy 2021-22	15	Optional
UMKD75-15-3	Events and Festivals Management 2021-22	15	Optional
UMKD6Q-15-3	Global Marketing Management 2021-22	15	Optional
UMKDRJ-15-3	Integrated Marketing Communications 2021-22	15	Optional
UMKDR9-15-3	Managing Tourism Experiences 2021-22	15	Optional

UMKD6R-15-3	Marketing Services and the Customer Experience 2021-22	15	Optional
UMKD6V-15-3	Public Relations 2021-22	15	Optional
UMKDNY-15-3	Retail Marketing and Management 2021-22	15	Optional

PART C: Higher Education Achievement Record (HEAR) Synopsis

The award has been specifically designed to combine a comprehensive business education with the opportunity to specialise in the field of Marketing. Over the course of their programme of study, students accrue a knowledge base, a range of skills and the intellectual and critical capability to analyse a business environment and respond to the challenges and opportunities with a range of appropriate business-based marketing strategies. Successful graduates are likely to find employment in a range of business management or marketing management roles.

PART D: EXTERNAL REFERENCE POINTS AND BENCHMARKS

The following reference points and benchmarks have been used in the design of the programme:

The learning outcomes of the programme map against both the QAA subject benchmark statement for General Business and Management and the following University and Faculty strategies and policies:

University strategies and policies

University's 2020 Strategy

University Strategic Plan

UWE Charter

Faculty strategies and policies:

Blended Learning Framework

Curriculum Principles

Employability Strategy

Faculty of Business and Law LTA Strategy

Staff research projects

Where ever 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

Feedback obtained from current students at all levels via SRSFs.

PART E: REGULATIONS

Approved to University Regulations and Procedures