



Programme Specification

Business Management and Marketing [Frenchay]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Business Management and Marketing [Frenchay]

Highest award: BA (Hons) Business Management and Marketing

Interim award: BA Business Management and Marketing

Interim award: DipHE Business Management and Marketing

Interim award: CertHE Business Management and Marketing

Awarding institution: UWE Bristol

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: Yes

Sandwich year: Yes

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, Sandwich

Entry requirements:

For implementation from: 01 September 2021

Programme code: N1AW00

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: BA (Hons) Business Management and 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.

Features of the programme: The overarching aim of the Faculty's Learning Teaching and Assessment Strategy is 'to maximise student achievement (both in relation to award classification and to employability) and student satisfaction whilst maintaining appropriately rigorous academic standards and supporting the university's vision of becoming an inclusive and welcoming learning community, actively engaged with global society and based on values of mutual respect, critical engagement and self-awareness'.

The supporting objectives of the strategy are the:

Further development of intellectually vibrant, highly reflective, mutually respectful and diverse student and staff learning communities within the Faculty

Increase in the use of links with the world external to UWE (including professional accreditation where possible) to inform curriculum design and delivery and provide lifelong learning opportunities

Provision of an effective, efficient and supportive infrastructure for learning (organisation and management of programmes, student advice, communication with students etc)

Appropriate design and flexible delivery of curricula which provide an intellectually stimulating learning experience enabling students to develop as highly employable and internationally aware lifelong learners

Provision of effective support for students making the transition to learning at UWE

Provision of effective and ongoing developmental support for all staff

Use of effective strategies for assessment for learning

Curriculum Design Content and Organization:

The programme is delivered within the Business School Undergraduate Scheme, which allows credit accumulation and flexibility in the student learning process.

The Scheme is structured on the basis of 15 credit semesterised modules. Each semester consists of a 12 week teaching block following by a period of assessment. At level 1 and 2, in each semester students study 4 15 credit modules. Students therefore study 60 credits each semester and 120 credits per level. At level 3, students study 3 15 credit modules in each semester, and 1 30 credit module, which spans both semesters. This again totals 120 credits.

The programme is organised within and between each of the three levels, where it is designed to provide a coherent set of modules at each level and to allow students to develop and progress through each level; in relation to knowledge and understanding, cognitive, subject-specific and study skills.

The programme utilises a Level 1 with learning objectives common across a number of other Business School programmes, which allows students the maximum flexibility to transfer in or out of this programme and to pursue the course of study that is most appropriate to their emergent subject and/or professional interests.

Level One provides students with a general business foundation to enable them to develop the skills and underpinning disciplinary areas for subsequent levels of study.

Level Two is structured around the key functional areas of business with an additional focus on marketing. Students also develop research skills that link to the Level 3 Project

Level Three has been designed to integrate the academic knowledge gained in the first two levels of study to enable students to gain a deep understanding of marketing and the inter-disciplinary nature of business. Integration is in part achieved through the choice of Level 3 project, which range from a more traditional dissertation project in the Critical Business Enquiry Project; to the Applied Business Project or Work-based Enquiry Project (based on Placement or concurrent work experience); to a new business launch or creating a business case project in the Enterprise Project. In addition students have 2 optional modules to select, which focus on business and/or marketing topics, and pervasive or contemporary issues. These optional modules allow level three students to develop a deep understanding of marketing or business.

Educational 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

All students will be required to take one of a group of modules at level three which have a particular emphasis on the development of graduate attributes embedded in experiential activity which is CV enhancing and “real world”, engaging students beyond the campus. This group of modules includes the sandwich placement module and the study year abroad module.

Programme Learning Outcomes:

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

Programme Learning Outcomes

- PO1. Students will demonstrate the knowledge and skills required for further study or a career in Business Management and Marketing
- PO2. Students demonstrate knowledge of the core concepts and functions of marketing
- PO3. Students will be able to identify, analyse and creatively solve problems in a variety of contexts
- PO4. Students can express information effectively in a manner appropriate to the needs of audiences
- PO5. Students can work and collaborate effectively as a member of a team

- PO6. Students are self-aware and reflective and use their experience of degree study to inform their ongoing personal development
- PO7. Students will have an awareness of social responsibilities and their role as global citizens

Assessment strategy: The programme's assessment strategy seeks to develop and evaluate a range of skills, knowledge and attributes associated with business and management, as well different aspects of marketing. Over the course of their programme, students engage in a broad mix of assessment types which include (but are not limited to) business reports, essays, presentations, portfolios, literature reviews, online stats tests and exams, proposals, life briefs, campaign pitches and trade shows.

The programme emphasises subject knowledge and practical and professional skills. Teaching content is designed to facilitate a progression through differing levels of complexity at each level of study, and this is measured by a varied assessment strategy.

At Level 1 – a sound knowledge of the basic concepts of a subject

At Level 2 – a sound understanding of the principles of the field of study and the ability to apply these more widely

At Level 3 – an understanding of a complex body of knowledge, some of it at the current boundaries of the academic discipline

In addition to assessing students' subject-specific knowledge, assessments are also designed to support and assess a range of other skills which include capabilities in written communication for different purposes and audiences, presentation skills, group working, intercultural understanding and high-level research skills.

For students electing to undertake a work placement or period of study overseas, learning and development is assessed through reflection on experience and through

research that contributes to their final year project. The provision of formative feedback is integral to the assessment regime in many modules. In pursuit of achievement, students are expected to make full use of the academic and professional resources provided by the university and are required to undertake extensive independent and collaborative work outside of scheduled teaching.

This strategy and the integrity of the assessment is subject to periodic review by the programme leader in response to changes to modules and to ensure the appropriateness and currency of the overall assessment range.

Student support: Student Support & Guidance

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

At each level students are supported by Academic Personal Tutors, an academic member of staff who will have access to information on the performance and profile of the student, allowing them to effectively support students' personal and academic development.

For any problems 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 coursework and examination 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.

The UWE Careers support team provide students with extensive support in preparation for their placement. Careers also offer support on developing the skills, experience and knowledge necessary for improving employability prospects. The

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. They 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, and running both undergraduate and graduate internship schemes. 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 where students are recruited from. Students are introduced to the service during the induction to the course and are encouraged to use the service all through their undergraduate programme and for three years after graduation.

All students take part in an Induction programme at the start of their studies. Separate induction events are arranged for students who arrive as direct entrants at levels 2 & 3.

All new students are provided with a short Student Handbook to help them through their first weeks at university and to act a guide to the complex information environment in which they now find themselves. Together with the student portal myUWE, the university's Essential Student Information web pages provide support and the more detailed and up to date information to students.

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. The meetings are arranged by cluster group and are chaired by programme managers. The aim of the meetings is to discuss issues raised by students in an open and friendly atmosphere so that students feel able to contribute openly and honestly about their experiences. Any issues raised are taken forward by programme managers. Where appropriate they may be discussed at Departmental Committees or Faculty Academic Standards and Quality Committee.

Support to students with disability is coordinated centrally through Disability Services. This acts as a holistic service for disabled students and applicants to the University but also supports the academic and administrative staff who work with disabled students.

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 for anything from exam stress to homesickness and depression;

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

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

Year 1 Compulsory Modules (Full Time and Sandwich)

The student must take 120 credits from the modules in Compulsory Modules (Full Time and Sandwich).

Module Code	Module Title	Credit
UMCDN4-15-1	Business Decision Making for Marketing and Events 2023-24	15
UMKDQY-15-1	Business Marketing in Society 2023-24	15
UMEDGW-15-1	Economics for Events and Marketing 2023-24	15
UMKDX3-15-1	Enterprise and Entrepreneurship 2023-24	15
UMCDMX-15-1	Introduction to Management 2023-24	15
UMADDN-15-1	Understanding Business and Financial Information (Marketing, Events and Tourism) 2023-24	15
UMODDP-15-1	Understanding Organisations and People (Marketing, Events and Tourism) 2023-24	15
UMKDDE-15-1	Understanding the Principles of Marketing (Marketing and Events) 2023-24	15

Year 2

The student must take 120 credits from the modules in Year 2.

Year 2 Compulsory Modules (Full Time and Sandwich)

The student must take 105 credits from the modules in Compulsory Modules (Full Time and Sandwich).

Module Code	Module Title	Credit
UMKD6N-15-2	Applied Marketing Practice 2024-25	15
UMADDF-15-2	Financial Aspects for Marketing, Events & Tourism 2024-25	15

UMCDMB-15-2	Introductory Research Project (Marketing and Events) 2024-25	15
UMPDM3-15-2	Managing People 2024-25	15
UMKDQD-15-2	Marketing Planning and Practice 2024-25	15
UMCDM9-15-2	Research Methods for Marketing and Events 2024-25	15
UMMDP4-15-2	Service Operations 2024-25	15

Year 2 Compulsory Modules Choices (Full Time and Sandwich)

The student must take 15 credits from the modules in Compulsory Modules Choices (Full Time and Sandwich).

Module Code	Module Title	Credit
UMODSW-15-2	Business Ethics: The Dark Side of Work and Organisations 2024-25	15
UMPDM6-15-2	Management Skills for Marketing and Events 2024-25	15
UMKDQU-15-2	Practical Digital Skills 2024-25	15

Year 3

Full Time students must take 120 credits from the modules in Year 3.

Sandwich students must take 15 credits from the modules in Year 3.

Placement or Study Year Abroad (SYA)

Students on the sandwich route of the programme (SW) must choose and pass one of the following options both of which aim to enable students to contextualise their academic learning in an applied business and/or cultural context.

Work Placement: a significant period of paid employment or self-employment normally in the field relevant to the specialism of the degree.

During this time students must complete the 15 credit level 3 module, Placement Learning UMCDN5-15-3.

This module assesses the student's personal development, from the experience of placement and their ability to identify issues relevant to their Placement's organisational context and to then frame, scale and position a critical work-based enquiry relevant to the specialism of the degree.

Study Year Abroad, which consists of two semesters of study at a partner institution abroad.

During this time students must complete the 15 credit level 3 module Learning and Development on Study Year Abroad (UMCD9Y-15-3). This module assesses the student's personal development from the experience of SYA and their ability to evidence cross-cultural awareness and analysis of the country in which they have been studying.

In addition, whilst at the partner institution students must have studied and attempted assessments in modules totalling 60 ECTS, of which 50-55 ECTS should be in modules related to their programme of study at UWE with a further 5-10 ECTS in the language of the host country. If the advent of failing any modules students must be able to demonstrate engagement i.e. that they have attended classes and sat the exams.

To be eligible for either Placement or SYA students would normally be expected to have passed a minimum of 210 credits.

Year 3 Compulsory Final Project Choice Modules (Full Time)

Final Year Project (full time students must take 30 credits from a choice of):

Module Code	Module Title	Credit
UMCDHU-30-3	Applied Business Project 2025-26	30
UMCDFS-30-3	Business Project - Withdrawn 2025-26	30
UMCD9W-30-3	Critical Business Enquiry Project 2025-26	30
UMCD9Q-30-3	Enterprise Project 2025-26	30

Year 3 Compulsory Modules (Full Time)

Full Time students must take 45 credits from the modules in Compulsory Modules (Full Time).

Module Code	Module Title	Credit
UMKDQX-15-3	Digital Marketing Strategy 2025-26	15
UMSDMK-15-3	Integrated Business Management Simulation 2025-26	15
UMSD7T-15-3	Strategic Management 2025-26	15

Year 3 Compulsory Placement or Study Year Abroad Modules (Sandwich)

Students on the Sandwich programme must take one of the following modules:

Module Code	Module Title	Credit
UMCD9Y-15-3	Learning and Development on Study Year Abroad 2025-26	15
UMCDN5-15-3	Placement Learning 2025-26	15

Year 3 Optional Modules (Full Time)

Full time students must take a minimum of 45 credits from the modules in Optional Modules (Full Time).

Module Code	Module Title	Credit
UMODT5-15-3	Work Integrated Learning (Business & Management) 2025-26	15

UMKDCA-15-3	Brand Management 2025-26	15
UMKDMR-15-3	Campaign and Event Analytics 2025-26	15
UMCDKD-15-3	Cross Cultural Learning and Development 2025-26	15
UMKDMQ-15-3	Digital Marketing Communication 2025-26	15
UMKD75-15-3	Events and Festivals Management 2025-26	15
UMKD6Q-15-3	Global Marketing Management 2025-26	15
UMODML-15-3	Managing Organisational Change 2025-26	15
UMKDR9-15-3	Managing Tourism Experiences 2025-26	15
UMKDRJ-15-3	Marketing Communications in the Digital World 2025-26	15
UMKD6R-15-3	Marketing Services and the Customer Experience 2025-26	15
UMKD6V-15-3	Public Relations 2025-26	15
UMKDNV-15-3	Retail Marketing and Management 2025-26	15

Year 4

Students on the Sandwich route must take 105 credits from the modules in Year 4.

Year 4 Compulsory Final Project Choice Modules (Sandwich)

Final Year Project (sandwich students must take 30 credits from a choice of):

Module Code	Module Title	Credit
UMCDHU-30-3	Applied Business Project 2026-27	30
UMCDFS-30-3	Business Project - Withdrawn 2026-27	30
UMCD9W-30-3	Critical Business Enquiry Project 2026-27	30
UMCD9Q-30-3	Enterprise Project 2026-27	30

Year 4 Compulsory Modules (Sandwich)

The student must take 45 credits from the modules in Compulsory Modules (Sandwich).

Module Code	Module Title	Credit
UMKDQX-15-3	Digital Marketing Strategy 2026-27	15
UMSDMK-15-3	Integrated Business Management Simulation 2026-27	15
UMSD7T-15-3	Strategic Management 2026-27	15

Year 4 Optional Modules (Sandwich)

Sandwich students should select two options up to a maximum value of 30 Credits from the list below.

Module Code	Module Title	Credit
UMKDCA-15-3	Brand Management 2026-27	15
UMKDMR-15-3	Campaign and Event Analytics 2026-27	15
UMKDMQ-15-3	Digital Marketing Communication 2026-27	15
UMKD75-15-3	Events and Festivals Management 2026-27	15
UMKD6Q-15-3	Global Marketing Management 2026-27	15
UMODML-15-3	Managing Organisational Change 2026-27	15
UMKDR9-15-3	Managing Tourism Experiences 2026-27	15
UMKDRJ-15-3	Marketing Communications in the Digital World 2026-27	15
UMKD6R-15-3	Marketing Services and the Customer Experience 2026-27	15
UMKD6V-15-3	Public Relations 2026-27	15
UMKDNY-15-3	Retail Marketing and Management 2026-27	15

Part C: Higher Education Achievement Record (HEAR) Synopsis

This course 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. The programme aims to produce graduates who understand their role and ongoing contribution as global citizens. 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 & Management and the following University and Faculty strategies and policies:

University strategies and policies:

University's 2020-2030 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.

Part E: Regulations

Approved to University Regulations and Procedures.