



## Programme Specification

### Business Management and Marketing [Phenikaa]

Version: 2024-25, v3.0, Validated

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## Section 1: Key Programme Details

### Part A: Programme Information

**Programme title:** Business Management and Marketing [Phenikaa]

**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

**Affiliated institutions:** Phenikaa University, Vietnam

**Teaching institutions:** Phenikaa University, Vietnam

**Study abroad:** Yes

**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:** 01 September 2022

**Programme code:** N1U113

## 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.

Phenikaa students may choose to study for the entirety of their degree in Vietnam or transfer to Frenchay campus for the final year of study.

**Features of the programme:** At Phenikaa University, all individuals are respected, encouraged, and supported to maximise conceptualise, pursue, present, and perform ideas. This is well-aligned with the ethos of the Business and Management programme, where the programme design reflects UWE FBL's overarching aim of the Learning Teaching and Assessment Strategy. The strategy seeks 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:

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 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 4 and 5, in each semester students study 4 15 credit modules. Students therefore study 60 credits each semester and 120 credits per level. At level 6, 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 4 with learning objectives common across a number of other UWE 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 4 provides students with a general business foundation to enable them to develop the skills and underpinning disciplinary areas for subsequent levels of study.

Level 5 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 6 Project

Level 6 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 Level 6 Critical Business Enquiry Project. In addition students have 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 within the field of Marketing. By the final year, students are equipped through both their first two years of study (this is further enhanced by an internship) 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.

Students have a 3-month internship in semester 2, year and a further 3-month internship in the summer between year 3 and year 4. The learning from this practical professional experience is woven into the final year UMODT5-15-3 Work Integrated Learning (Business & Management) module, where students can apply a critical theoretical lens to their experience of work. Students are also encouraged to attend organises the Career Orientation Week and Phenikaa Annual Job Fair to meet employers from various sectors. Finally, students have the opportunity to work with different well-known enterprises/companies via field trip activities.

**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, live 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 4 – a sound knowledge of the basic concepts of a subject

At Level 5 – a sound understanding of the principles of the field of study and the ability to apply these more widely

At Level 6 – 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.

Students have a 3-month internship in semester 2, and a further 3-month internship in the summer between year 2 and year 3. The learning from this practical professional experience is woven into the final year UMODT5-15-3 Work Integrated Learning (Business & Management) module, where students can apply a critical theoretical lens to their experience of work. Students are also encouraged to attend organised events such as the Career Orientation Week and Phenikaa Annual Job Fair to meet employers from various sectors. Finally, students have the opportunity to work with different well-known enterprises/companies via field trip activities.

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: Employability Support**

Work experience is valuable because it allows individuals to gain real-world experience and skills that increase employability. Students have a 3-month internship in semester 2, year 3 and a further 3-month internship in the summer between year 3 and year 4. Support for these opportunities is provided by Phenikaa. The university also offers volunteering opportunities.

The learning from practical professional experience is woven into the final year



UMODT5-15-3 Work Integrated Learning (Business & Management) module, where students can apply a critical theoretical lens to their experience of work. Students are also encouraged to attend organised Career Orientation Week and Phenikaa Annual Job Fair to meet employers from various sectors. Finally, students have the opportunity to work with different well-known enterprises/companies via field trip activities.

### Study Facilities

PHU has more than 400 classrooms in 12 buildings. The capacity of 197/400 classrooms are 10,000 students; 81/400 rooms are laboratories, practical laboratories, workshops and lecture theatres. Phenikaa University's library system is connected to the National Library Centre, Vietnam National University (VNU), and Hanoi University of Science and Technology (HUST), giving students access to a broad range of materials.

Students who choose to transfer to Frenchay campus for their final year will study at our £55m Bristol Business School and have access to cutting-edge learning spaces like the Bloomberg financial trading room. Training in this state-of-the-art financial platform will give a commanding view of global finance. UWE's specialist library, business librarians manage vast collections to support research. Students may attend workshops to develop information or study skills. The library and Business School both offer spaces for silent and group study and rooms that can be booked. Students have access to recommended books, trade press, academic journals, and industry databases on and off campus.

## Part B: Programme Structure

### Year 1

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

### Year 1 Optional Modules (Full time and Sandwich) - if additional credit is required

Modules only available with the agreement of the Programme Leader to make up credit in exceptional circumstances.

Module Code	Module Title	Credit
UMPTFF-15-1	RISE Foundations of Management Practice 2024-25	15
UMPTFJ-15-1	RISE Contemporary Issues in Context 2024-25	15
UMSTFG-15-1	RISE Business Decision Making 2024-25	15
UMOTFH-15-1	RISE Enterprise and Entrepreneurship 2024-25	15
UMETHA-15-1	RISE The Economic Context 2024-25	15

### Year 1 Compulsory Modules

The student must take 120 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UMCDMW-15-1	Introduction to Business and Management 2024-25	15
UMPDN6-15-1	Contemporary Business Issues 2024-25	15
UMAD4U-15-1	Understanding Business and Financial Information (Business, International and Management) 2024-25	15
UMOD63-15-1	Understanding Organisations and People (Business, International and Management) 2024-25	15
UMED8A-15-1	Understanding the Business and Economic Environment (Business, International and Management) 2024-25	15

UMKD6J-15-1	Understanding the Principles of Marketing (Business, International and Management) 2024-25	15
UMCDN3-15-1	Business Decision Making for Management 2024-25	15
UMKDX3-15-1	Enterprise and Entrepreneurship 2024-25	15

**Year 2**

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

**Year 2 Compulsory Modules**

The student must take 105 credits from the modules in Compulsory Modules.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMKD6N-15-2	Applied Marketing Practice 2025-26	15
UMADDF-15-2	Financial Aspects for Marketing, Events & Tourism 2025-26	15
UMCDMB-15-2	Introductory Research Project (Marketing and Events) 2025-26	15
UMPDM3-15-2	Managing People 2025-26	15
UMKDQD-15-2	Marketing Planning and Practice 2025-26	15
UMCDM9-15-2	Research Methods for Marketing and Events 2025-26	15
UMMDP4-15-2	Service Operations 2025-26	15

**Year 2 Optional Module Choices**

The student must take 15 credits from the modules in Optional Module Choices.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMKDQU-15-2	Practical Digital Skills 2025-26	15

**Year 3**

The student must take 120 credits from the modules in Year 3.

**Year 3 Compulsory Modules**

The student must take 75 credits from the modules in Compulsory Modules.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMKDMQ-15-3	Digital Marketing Communication 2026-27	15
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
UMODT5-15-3	Work Integrated Learning (Business & Management) 2026-27	15

**Year 3 Compulsory Project**

The student must take the following project module at 30 credits.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMCD9W-30-3	Critical Business Enquiry Project 2026-27	30

**Year 3 Optional Modules**

The student must take a minimum of 15 credits from the modules in Optional Modules.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMKD6V-15-3	Public Relations 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.