



## Programme Specification

### Business Management and Marketing [Villa]

Version: 2024-25, v2.0, Validated

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## Section 1: Key Programme Details

### Part A: Programme Information

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

**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:** Villa College

**Teaching institutions:** Villa College

**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 the current entry requirements see the UWE public website.

**For implementation from:** 01 September 2023

**Programme code:** N1AX13

## Section 2: Programme Overview, Aims and Learning Outcomes

**Part A: Programme Overview, Aims and Learning Outcomes**

**Overview:** The BA (Hons) Business Management and 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 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 up to 3 optional modules to select (depending on whether they have credit from the placement/SYA module), 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.

Villa College:

Student learning and student support

The faculty supports the College's current Academic Regulations, Policies and Procedures, and its requirement for controlled conditions to apply to part of the assessment of every module. Within each Faculty, a standing committee titled 'Faculty Assessment Committee' undertakes regular scrutiny for each module delivered for its compliance with the Academic Regulations, Policies and Procedures. Forms of assessment commonly used in controlled and non-controlled conditions assessment are: invigilated timed assignments including examinations, presentations, in-class tests, individual and group projects and supervised miniprojects, dissertations, and employer and self-assessment of the placement.

Learning Resources

All modules make use of MOODLE a web based platform that forms the basis of communication between the lecturers and students. Within each MOODLE platform,

enhanced services such as assignment submission through TURNITIN and option for quizzes

are given. . All modules have a designated Module Outline handed to students and uploaded to MOODLE, textbook/student guide prescribed and other listed reading materials to achieve the module outcome and learning objectives. Additional support is provided through the library and an extensive student computing network.

Staff between UWE and Villa College will ensure that content transfer between VLEs is dealt with promptly in terms of quality and compatibility to ensure seamless delivery.

Villa College library organises sessions for students on use of library and databases and Centre for English Language Support organises academic writing and plagiarism workshops for all new students. Attendance to this workshop is mandatory for all the new students. In addition from time to time study skills workshops are conducted for the students.

Furthermore, in addition to Villa College library online library access and access to online databases such as JSTOR, Elgar is provided for the students to assist with their learning.

### Student Support & Guidance

VC Faculty provides student support through coordinators in the Faculties who provide the students with support on academic areas and College policies, procedures and guidelines aimed at students.

In order to ensure students are provided study support Centre for English Language Support runs consultation services aimed at assisting student to tackle their assessments. In addition, especially for English Language students, peer teaching is administered by Centre for English Language Support.

The Dean of Students provides confidential advice to students on grievances and special provisions under extenuating circumstances. In addition, the Dean of

Students provides counseling services to students on variety of issues they may face while studying at Villa College.

For each cohort under every programme, a batch leader is selected to represent the students. Faculty coordinator and lecturers then conduct regular batch leaders meeting to hear students voice and address the concerns and issues raised through the faculty. Where required, issues are raised at central level to provide a uniform solution for all.

A one stop all student Centre is established, known as the Student Desk. This center connects and offer solutions to students on their queries and concerns. The Centre is open from early morning till late at night to ensure if any student has a query while present at College can be discussed and a solution sought.

Student Association, Faculty Clubs Societies offer student with leadership building and career building opportunities through conducting and participating in number of different activities.

All new students undergo an orientation programme at Villa College. During this orientation programme students are made familiar with the academic expectation of the College, Rules and Regulations, Policies and Procedures. In addition, the students are given a handbook and advice to from time to time consult the website and collect revised handbooks to ensure they stay abreast of the latest developments associated with students. In addition to this, at College level, student voices a represented by having elected representatives of students in both College Council and Academic Senate.

**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

**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:** Assessment strategy to enable the learning outcomes to be achieved and demonstrated:

As illustrated in assessment map below, the regime for this programme reflects a strategy that seeks to develop and evaluate a range of skills, knowledge and attributes associated with business and management and with particular focus on marketing. Over the course of their programme, students engage in a broad mix of assessment types which include (but are not limited to) proposal documents, presentations, reports, academic essays, critical problem-solving, case analysis and self-reflection. 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 diet.

All assessments will be held according to approved to University Regulations and Procedures.

Where students are studying an accelerated version of the programme an approved variant to University Academic Regulations and Procedure will allow students to study more than 160 credits in any one academic year.

**Student support:** Student Support and 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. This is an academic role and where students have problems of a personal nature they are to be referred as appropriate to UWE Student Services Student Advisors and to UWE Careers regarding employability issues. In addition, students can seek support from the Faculty's Academic Success Centre, an initiative intended to support the learning of all students within the faculty by offering one-to-one appointments to discuss individual learning issues and workshops covering a range of topics relevant to learning.

These Student Services Student Advisors provide timely, accurate and confidential advice where necessary on all aspects of the provision, for example coursework and examination arrangements, extenuating circumstances 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 supported by extensive online resources.

The UWE Careers Placement Support Team provides extensive support for students in preparation for their placement period and acts as a recruitment service for employers.

Students and graduates are also supported by UWE Careers who help them to access skills, experience and knowledge to improve their employability prospects. The service provides high quality and professional advice and guidance focusing on enabling them 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 and 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 and 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 and 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 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
UMSTFG-15-1	RISE Business Decision Making 2024-25	15
UMOTFH-15-1	RISE Enterprise and Entrepreneurship 2024-25	15
UMPTFJ-15-1	RISE Contemporary Issues in Context 2024-25	15
UMETHA-15-1	RISE The Economic Context 2024-25	15

### 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
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UMCDN4-15-1	Business Decision Making for Marketing and Events 2024-25	15
UMKDQY-15-1	Business Marketing in Society 2024-25	15
UMEDGW-15-1	Economics for Events and Marketing 2024-25	15
UMKDX3-15-1	Enterprise and Entrepreneurship 2024-25	15
UMCDMX-15-1	Introduction to Management 2024-25	15
UMADDN-15-1	Understanding Business and Financial Information (Marketing, Events and Tourism) 2024-25	15
UMODDP-15-1	Understanding Organisations and People (Marketing, Events and Tourism) 2024-25	15
UMKDDE-15-1	Understanding the Principles of Marketing (Marketing and Events) 2024-25	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 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 Compulsory Modules Choices (Full Time and Sandwich)**

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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMODSW-15-2	Business Ethics: The Dark Side of Work and Organisations 2025-26	15
UMPDM6-15-2	Management Skills for Marketing and Events 2025-26	15
UMKDQU-15-2	Practical Digital Skills 2025-26	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)**

Full Time students must take 30 credits from the modules in Compulsory Final Project Choice Modules (Full Time).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
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 3 Compulsory Modules (Full Time)**

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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
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 3 Compulsory Placement or Study Year Abroad Modules (Sandwich)**

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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMCD9Y-15-3	Learning and Development on Study Year Abroad 2026-27	15
UMCDN5-15-3	Placement Learning 2026-27	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).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMKDCA-15-3	Brand Management 2026-27	15
UMKDMR-15-3	Campaign and Event Analytics 2026-27	15

UMCDKD-15-3	Cross Cultural Learning and Development 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
UMKD6R-15-3	Marketing Services and the Customer Experience 2026-27	15
UMKD6V-15-3	Public Relations 2026-27	15
UMKDNV-15-3	Retail Marketing and Management 2026-27	15
UMKDT6-15-3	Work Integrated Learning (Marketing & Events) 2026-27	15

#### Year 4

Sandwich students must take 105 credits from the modules in Year 4.

#### Year 4 Compulsory Final Project Choice Modules (Sandwich)

Sandwich students take 30 credits from a choice of the modules in Compulsory Final Project Choice Modules (Sandwich).

Module Code	Module Title	Credit
UMCDHU-30-3	Applied Business Project 2027-28	30
UMCDFS-30-3	Business Project - Withdrawn 2027-28	30
UMCD9W-30-3	Critical Business Enquiry Project 2027-28	30
UMCD9Q-30-3	Enterprise Project 2027-28	30

#### Year 4 Compulsory Modules (Sandwich)

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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMKDQX-15-3	Digital Marketing Strategy 2027-28	15
UMSDMK-15-3	Integrated Business Management Simulation 2027-28	15
UMSD7T-15-3	Strategic Management 2027-28	15

#### **Year 4 Optional Modules (Sandwich)**

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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMKDCA-15-3	Brand Management 2027-28	15
UMKDMR-15-3	Campaign and Event Analytics 2027-28	15
UMKDMQ-15-3	Digital Marketing Communication 2027-28	15
UMKD75-15-3	Events and Festivals Management 2027-28	15
UMKD6Q-15-3	Global Marketing Management 2027-28	15
UMODML-15-3	Managing Organisational Change 2027-28	15
UMKD6R-15-3	Marketing Services and the Customer Experience 2027-28	15
UMKD6V-15-3	Public Relations 2027-28	15
UMKDNV-15-3	Retail Marketing and Management 2027-28	15

#### **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.