



Programme Specification

Business Management and Economics [Frenchay]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Business Management and Economics [Frenchay]

Highest award: BA (Hons) Business Management and Economics

Interim award: BA Business Management and Economics

Interim award: DipHE Business Management and Economics

Interim award: CertHE Business Management and Economics

Awarding institution: UWE Bristol

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: No

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 2025

Programme code: N1PA13

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: The BA Business Management and Economics programme will produce critical and system thinkers, who will use an interdisciplinary approach of applying economic knowledge to business decision making. The graduates will be problem solvers and deep thinkers, whose business acumen can be applied to a number of different careers such as data or business analysts, business managers, consultants, or economists in public or private sector.

The programme is a result of collaborative work with stakeholders, employers, and industry experts such as Hays Recruitment, Marsh, Government Economic Services, Air Bus and Arup. The programme provides students with good grounding in economics and business management to enable students to apply economics to business decisions and communicate their ideas with professional impact.

In the study of business management and economics, students explore a range of topics including microeconomics, macroeconomics, strategic management, finance, marketing, and organisational behaviour. These subjects provide a foundation for understanding how economic principles influence business decision-making and organisational dynamics.

At the core of the programme lie key concepts such as the interdependence of business and economics, the importance of strategic thinking, the value of innovation and adaptability, and the significance of ethical stewardship and sustainability.

Through coursework and practical experiences, students develop analytical skills, teamwork abilities, ethical awareness, and a global perspective.

As students progress through the programme, they transition from passive learners to critical thinkers, autonomous learners who can analyse complex problems and propose effective solutions. They gain practical skills through case studies, and projects that simulate real-world business scenarios.

The programme offers a comprehensive education that equips students with the knowledge, skills, and mindset needed to succeed in business and contribute positively to society.

The uniqueness of the programmes is that through the portfolio, communication, and application of economics to business decisions making, it provides students with practical and work ready skills sought after by employers.

Features of the programme: BA Business Management and Economics degree achieves market distinctions through the following:

Career development portfolio: embedded across all three levels enabling students to develop their personal and professional identity through curricular and career development activities.

Case Study based learning: Within the professional practice module and number of core modules, case studies are used to develop student understanding of the context including intricate nature of business environment and decision making skills. Case studies in professional practice module will also provide the capstone experience to the student.

Interdisciplinarity: the degree through its core and elective modules enables students to use an interdisciplinary lens to analyse business problems drawing from their economics, finance and business knowledge.

Industry partnership: the degree has been developed in collaboration with partners from the industry and alumni. These include key public sector and private sector employers who provided valuable insights into how the degree is structured.

Future facing and digitally enabled: The curriculum covers contemporary and topical issues impacting business such as Industry 4.0, climate emergency, changing nature of work and etc. At the same time, to develop students' decision-making capabilities, the curriculum incorporates various current and emerging business informatics enabling the development of student competencies and confidence in using such platforms in their future work.

Optionality: optionality is carefully introduced into the degree enabling students to

specialise in different subareas relating to business management and economics for business.

Educational Aims: The educational aims of the BA Business Management and Economics programme encompass a multifaceted approach aimed at equipping students with the knowledge, skills, and attributes necessary for success in diverse business and economic contexts.

Firstly, the programme integrates core economics modules with comprehensive business management education, facilitating a holistic understanding of key disciplines and operational areas within the field. It fosters both practical managerial expertise and strong analytical skills in economics, empowering students to make informed decisions amidst national and global economic dynamics.

Moreover, the programme places a strong emphasis on sustainability, ethical decision-making, and global citizenship, ensuring that students are attuned to contemporary societal challenges. Drawing on cutting-edge research and scholarly activities, it encourages critical thinking and innovative problem-solving approaches to address business and economic complexities.

The programme also prioritises the development of quantitative and qualitative research skills, complemented by a balanced curriculum in business management and economics. This provides students with a robust foundation to pursue employment opportunities in professional business and analyst roles, as well as further education.

Central to the programme's ethos is the cultivation of independent learning, analytical acumen, effective communication, and teamwork skills, alongside an enterprising mindset. Ultimately, the programme aims to equip students with key employability attributes, preparing them for successful careers across a broad spectrum of businesses and organisations in both the private and public sectors, including roles within the Government Economic Service.

Programme Learning Outcomes:

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

Programme Learning Outcomes

- PO1. Critically understand theories of business economics and their application to business practices.
- PO2. Apply technical competencies to propose solutions to address business and economic problems.
- PO3. Communicate effectively in a variety of media.
- PO4. Collaborate effectively in a team setting.
- PO5. Apply reflective skills to plan and manage their professional futures.
- PO6. Apply ethical judgement to inform business practices which encourage sustainability, and to reflect on individual social responsibilities as part of a sustainable global future.

Assessment strategy: The assessment strategy for the BA Business Management and Economics programme is designed to evaluate students' mastery of key concepts, skills, and competencies while also fostering continuous learning and development. The strategy encompasses a variety of assessment methods tailored to different learning outcomes and objectives.

Formative assessments are integrated throughout the programme to provide ongoing feedback and support students' learning progress. These may include quizzes, class discussions, group presentations. Formative assessments aim to identify areas for improvement and guide students in refining their understanding and skills.

Summative assessments are conducted at key points in the programme to evaluate students' overall performance and achievement of learning outcomes. These assessments may take the form of examinations, essays, research projects, case studies, or simulations. Summative assessments are designed to assess students' knowledge, critical thinking abilities, problem-solving skills, and application of theoretical concepts to real-world scenarios.

Additionally, the programme incorporates authentic assessments that mirror the complexities and challenges of professional practice. These assessments may involve analysing real-world case studies, developing business plans, conducting market research. Authentic assessments provide students with opportunities to

demonstrate their ability to apply theoretical knowledge to practical situations and prepare them for real-world challenges in their future careers.

The assessment strategy also emphasises the development of transferable skills, such as communication, teamwork, leadership, and digital proficiency. Students may be assessed on their ability to communicate effectively through written reports, presentations, or digital media. They may also participate in group projects or collaborative assignments to demonstrate their teamwork and leadership skills.

The foundation year of study has a focus on the acquisition both of appropriate academic skills and of an awareness of the relevance to a range of future professional lives in the disciplines of law, economics, accounting, business, marketing, events and management. Students are encouraged to develop as reflective learners and to understand the importance of the UWE graduate values. The learning, teaching and assessment methods are designed to engage students.

Student support: Learning Resources:

Student learning is fully supported by UWE Library Services through extensive print and electronic resources and a variety of learning spaces. Additional support is provided through the library by means of information and academic skills sessions and self-directed online tutorials available via the University Study Skills website, supported by the online library enquiry service. There is excellent access to electronic resources both on and off campus, facilitated by the extensive student computing network and Wi-Fi.

All modules make use of (VLE) Virtual Learning Environment for web-enhanced delivery to at least the recommended minimum standard and for communications with students. All modules have teaching/learning resource booklets, and most have set texts in accordance with the university's Reading Strategy. Additional support is provided through the library and an extensive student computing network.

Students are directed towards the University Library online 'University Study Skills web pages' resources for the development of skills appropriate to the level and style of each module. Students will be directed on how the resources on this site should

be used to develop the skills that will underpin their studies in module handbooks and/or via (VLE) Virtual Learning Environment.

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 Leaders.

At each level students are supported by 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 academic support through 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 5 and 6. All new students are provided with a short Student Handbook to help them through their first weeks at university and to act as a guide to the complex information environment in which they now find themselves. Together with the student portal my UWE, the university's Essential Student Information web pages provide support and 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 Leaders. 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 Leaders.

Support to students with disabilities 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.

Part B: Programme Structure

Year 1

Full time and Sandwich students 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
UMETAM-30-1	Business Economics 2025-26	30
UMETAL-30-1	Business Reasoning and Statistical Skills for Managers 2025-26	30
UMETAN-30-1	Management Practices 2025-26	30
UMETAK-30-1	Professional Knowledge: Marketing and Finance 2025-26	30

Year 2

Full Time and Sandwich students must take 120 credits from the modules in Year 2.

Year 2 Compulsory Modules (Full Time and Sandwich)

Full Time and Sandwich students must take 90 credits from the modules in Compulsory Modules (Full Time and Sandwich).

Module Code	Module Title	Credit
UMETAQ-30-2	Evidence and Techniques for Business Consultants 2026-27	30
UMETAP-30-2	Managerial Economics with Professional Practice 2026-27	30

UMETBT-30-2	Managing People and Organisational Behaviour 2026-27	30
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Year 2 Optional Modules (Full Time and Sandwich) Group A

Full time students must take 15 credits from the modules in Optional Modules (Full Time and Sandwich) Group A.

Module Code	Module Title	Credit
UMED8P-15-2	International Trade 2026-27	15
UMED8Q-15-2	Money, Banking and Finance 2026-27	15

Year 2 Optional Modules (Full Time and Sandwich) Group B

Full time and Sandwich students must take 15 credits from the modules in Optional Modules (Full Time and Sandwich) Group B.

Module Code	Module Title	Credit
UMETBV-15-2	Entrepreneurship and Innovation 2026-27	15
UMEYBS-15-2	Marketing Management 2026-27	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.

Year 3 Compulsory Modules (Full Time)

Full time students must select 90 credits from the Compulsory modules (Full time).

Module Code	Module Title	Credit
UMETAT-30-3	Applied Economics and Professional Practice 2027-28	30
UMETAR-30-3	Business Management and Economics Project 2027-28	30
UMETAS-30-3	Sustainable Business Strategy, Operations and Innovations 2027-28	30

Year 3 Optional Modules (Full Time) Group A

Full time students must select 15 credits from the modules in Optional modules (Full Time) Group A.

Module Code	Module Title	Credit
UMED99-15-3	Behavioural Economics 2027-28	15
UMED98-15-3	Labour and Migration in the Contemporary World 2027-28	15

Year 3 Optional Modules (Full Time) Group B

Full time students must select 15 credits from the modules in Optional modules (Full Time) Group B.

Module Code	Module Title	Credit
UMETBU-15-3	Organisational Leadership 2027-28	15
UMED95-15-3	Sustainable Business 2027-28	15

Year 3 Optional Modules Placement (Sandwich)

Sandwich students must take 15 credits from the Optional Modules Placement (Sandwich).

To be eligible for either the Placement or Study Year Abroad module, students would normally be expected to have passed a minimum of 210 credits.

Module Code	Module Title	Credit
UMAT9D-15-3	Learning and Development on Study Year Abroad (Accounting, Economics and Finance) 2027-28	15
UMAT9C-15-3	Placement Learning (Accounting, Economics and Finance) 2027-28	15

Year 4

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

Year 4 Compulsory Modules (Sandwich)

Sandwich students must take 90 credits from the modules in Compulsory Modules (Sandwich).

Module Code	Module Title	Credit
UMETAT-30-3	Applied Economics and Professional Practice 2028-29	30
UMETAR-30-3	Business Management and Economics Project 2028-29	30
UMETAS-30-3	Sustainable Business Strategy, Operations and Innovations 2028-29	30

Year 4 Optional Modules (Sandwich)

Sandwich students must take 15 credits from the Optional Modules (Sandwich).

Module Code	Module Title	Credit
UMED99-15-3	Behavioural Economics 2028-29	15
UMED98-15-3	Labour and Migration in the Contemporary World 2028-29	15
UMETBU-15-3	Organisational Leadership 2028-29	15
UMED95-15-3	Sustainable Business 2028-29	15

Part C: Higher Education Achievement Record (HEAR) Synopsis

This programme develops critical thinkers adept at applying economic principles to business decisions. Graduates excel as problem solvers in roles such as data analysts, business managers, or consultants. Developed collaboratively with industry leaders, the programme provides a robust foundation in economics and business management. Through practical applications and effective communication, students gain sought-after skills. Integrating core economics modules with business management studies, the curriculum emphasises sustainability and global citizenship. It sharpens analytical skills to understand economic impacts on

workplaces, preparing students for diverse career paths and further education. The programme emphasises independent learning, analytical skills, and teamwork, making graduates highly desirable in public and private sectors.

Part D: External Reference Points and Benchmarks

The programme has been designed to align with the FHEQ benchmark statements for Economics and Business Management, prioritising knowledge acquisition, application, and the holistic development of skills. Its learning outcomes are shaped by graduate attributes and categorized into technical competencies, professional skills, and ethical responsibility.

Furthermore, the programme's content has been carefully tailored to reflect and embody the UWE 2030 strategy. Rooted in the graduate attributes of a work-ready graduate, it emphasises core technical competencies in economics and business management, alongside essential professional skills like digital capability, effective communication, teamwork, social responsibility, and career readiness.

Additionally, the programme design incorporates key "golden threads," including Enterprise and Employability, Research-Informed Teaching, Sustainability and Social Responsibility, and Inclusivity.

Part E: Regulations

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