



## **Programme Specification**

### **Business Management and Economics [Frenchay]**

Version: 2024-25, v2.0, Validated

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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 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:** 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 2018

**Programme code:** N1NU00

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

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

**Overview:** The BA (Hons) Business Management and Economics offers students an opportunity to study core economics modules alongside a current and integrated business management education covering the main disciplines and operational areas of business. The programme is designed to have a 50:50 split between these two disciplines.

**Features of the programme:**

**Educational Aims:** The programme is designed both (1) to help students to become knowledgeable and skilful in managing people and processes in business and (2) to build strong analytical skills in Economics that enable them to make more informed decisions about how national and global economic events may affect their place of work. Another key feature is that, issues concerning sustainability, ethical decision-making and global citizenship are strongly embedded in the programme. The programme draws on cutting edge knowledge based on contemporary research and topical scholarly activities and offers an excellent opportunity to acquire in-depth knowledge, and to develop critical thinking skills to solve business and economic problems in ways that challenge existing orthodoxies.

The programme is designed to foster quantitative and qualitative research skills, which, together with a balanced business management and economics content, provides students with a strong foundation to pursue both employment in professional business and analyst practice and in continuing higher education.

The programme is underpinned by a commitment to developing students as independent learners who are analytically minded, critical, technically competent, good communicators and team players with an enterprising mindset. The programme equips students with key employability attributes and skills for a career in a wide range of businesses and organisations in the private and public sectors, including the Government Economic Service.

**Programme Learning Outcomes:**

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

**Programme Learning Outcomes**

- PO1. Systematically understand key aspects of business and management theory/practice with sufficient confidence to consolidate, extend and apply that knowledge
- PO2. Systematically understand economic theories and concepts with sufficient confidence to consolidate, extend and apply that knowledge
- PO3. Apply the methods, methodologies and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding.
- PO4. Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete) to make judgements, and to frame appropriate questions to achieve a solution (or identify a range of solutions) - to a problem
- PO5. Plan and produce an extended piece of writing appropriate for its audience based on a small research project
- PO6. Can communicate in a variety of communicative media (ICT-based and other non-ICT based) to both professional and non-professional audiences
- PO7. Understands and can reflect critically on the challenges of working in a team
- PO8. Explores the concepts of personal resilience and reflexivity and uses this to drive personal change to achieve preferred futures
- PO9. Recognizes and analyses ethical and social responsibility issues (eg structural inequality) and can choose appropriate actions for practical business/economic situations
- PO10. Recognizes the challenge of sustainability in the economic realm

**Assessment strategy:** The assessment strategy for the programme is based on a broad and diverse portfolio of assessment tasks that include: exams and controlled condition tests, coursework that implicate a range of different writing genres (essays, reports, proposals), and presentations (both in person in vivo and recordings). We endeavour to constantly reflect on our assessment practices to ensure students

achieve the learning outcomes for the programme.

Not only do we reflect on the assessment tasks themselves but we also work to structure feedback as part of the assessment process as students move through the programme.

**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 Blackboard 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 Blackboard.

**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 Support 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 my UWE, 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

Full time and sandwich students 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
UMETHB-15-1	RISE statistics and data management 2024-25	15
UMETHC-15-1	RISE economic reasoning 2024-25	15



UMETHF-15-1	RISE Introduction to macroeconomics 2024-25	15
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### Year 1 Compulsory Modules (Full Time and Sandwich)

Full time and sandwich students must take 120 credits from the modules in Compulsory Modules (Full Time and Sandwich).

Module Code	Module Title	Credit
UMEDRR-15-1	Economic Reasoning 2024-25	15
UMCDMX-15-1	Introduction to Management 2024-25	15
UMEDMC-15-1	Introductory Macroeconomics 2024-25	15
UMEDKN-15-1	Introductory Microeconomics 2024-25	15
UMED8J-15-1	Statistics and Data Management 2024-25	15
UMAD4V-15-1	Understanding Business and Financial Information (Accounting, Economics and Finance) 2024-25	15
UMOD64-15-1	Understanding Organisations and People (Accounting, Economics and Finance) 2024-25	15
UMKD6K-15-1	Understanding the Principles of Marketing (Accounting, Economics and Finance) 2024-25	15

### 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
UMED8S-15-2	Economic Theory, Policy and Applications 2025-26	15

UMED8U-15-2	Good Business, Bad Business and Sustainability 2025-26	15
UMAD5J-15-2	Management and Cost Accounting 2025-26	15
UMPDM3-15-2	Managing People 2025-26	15
UMMDP3-15-2	Operations and Business Systems 2025-26	15
UMEDMJ-15-2	Research Methods for Business (Accounting, Economics and Finance) 2025-26	15

### Year 2 Optional Modules (Full Time and Sandwich)

Full time and sandwich students must take 30 credits from the modules in Optional Modules (Full Time and Sandwich).

Module Code	Module Title	Credit
UMMDFY-15-2	Digital Business Management 2025-26	15
UMED8Q-15-2	Economics of Money and Banking 2025-26	15
UMED8R-15-2	Emerging Economies 2025-26	15
UMSD7Q-15-2	Entrepreneurship and Small Business 2025-26	15
UMED8P-15-2	International Trade and Multinational Business 2025-26	15
UMED8M-15-2	Introductory Econometrics 2025-26	15
UMEDSY-15-2	Race, Inequality and Justice - An Interdisciplinary Perspective 2025-26	15

**Year 3**

Full time students must take 120 credits from the modules in Year 2.

Sandwich students must take 15 credits from the modules in Year 2.

Placement or Study Year Abroad (SYA):

Students on the sandwich route (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. Students must complete the 15 credit level 3 module, Learning Placement 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. 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 crosscultural 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. In the event the student fails any modules the student 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 Choice Modules (Full Time)**

Full time students must choose 15 credits from the below two compulsory choice modules.

Module Code	Module Title	Credit
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UMCDKD-15-3	Cross Cultural Learning and Development 2026-27	15
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UMEDT4-15-3	Work Integrated Learning (Economics) 2026-27	15
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### **Year 3 Compulsory Modules (Full Time)**

Full time students must take 60 credits from the modules in Compulsory Modules (Full Time).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMED94-15-3	Applied Economics 2026-27	15
UMODML-15-3	Managing Organisational Change 2026-27	15
UMSD7T-15-3	Strategic Management 2026-27	15
UMED95-15-3	Sustainable Business 2026-27	15

### **Year 3 Compulsory Modules (Sandwich)**

Sandwich students must take 15 credits from the modules in Compulsory Modules (Sandwich).

<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 Compulsory Project Module Choice (Full Time)**

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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMCDHU-30-3	Applied Business Project 2026-27	30
UMED8Y-30-3	Project 2026-27	30

**Year 3 Optional Modules (Full Time)**

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

Additional options, as appropriate and available, may be offered through the annual Online Module Choices process each year.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMED99-15-3	Behavioural Economics 2026-27	15
UMMD7N-15-3	Competing Through Quality 2026-27	15
UMED96-15-3	Econometrics 2026-27	15
UMED8V-15-3	Economics of International Financial Markets 2026-27	15
UMEDJA-15-3	Feminist and Gender Economics 2026-27	15
UMADQK-15-3	Financial Technology 2026-27	15
UMKD6Q-15-3	Global Marketing Management 2026-27	15
UMSDMK-15-3	Integrated Business Management Simulation 2026-27	15
UMADKB-15-3	Islamic Banking and Finance 2026-27	15
UMOD6F-15-3	Organisational Leadership 2026-27	15
UMEDKE-15-3	Political Economy 2026-27	15
UMED8X-15-3	The Economics of Developing Countries 2026-27	15

**Year 4**

Sandwich students must take 105 credits in Year 4.

**Year 4 Compulsory Modules (Sandwich)**

Sandwich students must take 60 credits from the modules in Compulsory Modules (Sandwich).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMED94-15-3	Applied Economics 2027-28	15
UMODML-15-3	Managing Organisational Change 2027-28	15
UMSD7T-15-3	Strategic Management 2027-28	15
UMED95-15-3	Sustainable Business 2027-28	15

#### **Year 4 Compulsory Project Module Choice (Sandwich)**

Sandwich students must take 30 credits from the modules in Compulsory Project Module Choice (Sandwich).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMCDHU-30-3	Applied Business Project 2027-28	30
UMED8Y-30-3	Economics Project 2027-28	30

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

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

Additional options, as appropriate and available, may be offered through the annual Online Module Choices process each year.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMED99-15-3	Behavioural Economics 2027-28	15
UMMD7N-15-3	Competing Through Quality 2027-28	15
UMED96-15-3	Econometrics 2027-28	15
UMED8V-15-3	Economics of International Financial Markets 2027-28	15
UMEDJA-15-3	Feminist and Gender Economics 2027-28	15
UMADQK-15-3	Financial Technology 2027-28	15

UMKD6Q-15-3	Global Marketing Management 2027-28	15
UMSDMK-15-3	Integrated Business Management Simulation 2027-28	15
UMADKB-15-3	Islamic Banking and Finance 2027-28	15
UMOD6F-15-3	Organisational Leadership 2027-28	15
UMEDKE-15-3	Political Economy 2027-28	15
UMED8X-15-3	The Economics of Developing Countries 2027-28	15

### **Part C: Higher Education Achievement Record (HEAR) Synopsis**

The programme prepares students for a broad range of careers in business and commerce. A range of well-integrated modules in Business Management and Economics, which are informed by cutting-edge research by our expert staff, ensures that students have up-to-date knowledge and skills and can flexibly follow their interests and talents within the programme. Engagement with a real-world, applied context is key to successful learning. Social responsibility and ethical standards are strongly embedded in core modules. Graduates are able to demonstrate excellent managerial skills and strong analytical expertise informed by contemporary economic ideas.

### **Part D: External Reference Points and Benchmarks**

QAA UK Quality Code for HE

Framework for higher education qualifications (FHEQ)

Subject benchmark statements

Strategy 2030

University policies

Staff research projects

Any relevant PSRB requirements

Any occupational standards (such as the Government Economic Service competence framework)

**Part E: Regulations**

Approved to University Regulations and Procedures.