Programme Specification

Business Management and Economics [Villa]

Version: 2024-25, v2.0, Validated

Contents

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Business Management and Economics [Villa]

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

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 January 2019

Programme code: N1LG13

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.

Features of the programme:

Educational Aims: The programme is designed to help students to become knowledgeable and skilful in managing people and processes in business and 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 creatively. 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 postgraduate study in either subject.

Programme Learning Outcomes:
On successful completion of this programme graduates will achieve the following learning outcomes.

Knowledge and Understanding

A1.   Management and development of people and organisations

A2.   Economic concepts, theory and application tools

A3.   The nature of organisations, work and management

A4.   The management of resources and operations

A5.   Ethical decision making, sustainability, global citizenship and the management of change

A6.   The use of accounting and the sources, uses and management of finance

A7.   Sources and context of economic and business data

A8.   Quantitative and qualitative research methods and computing techniques

A9.   The nature of markets and customers and the role of marketing

A10.   Economic policy and business strategy

A11.   Markets, policy and the global business environment

A12.   Knowledge appropriate to programme subject specialisms

Intellectual Skills

B1.   Gather and critically evaluate evidence and information from a range of sources

B2.   Identify and analyse business and economic problems in a range of contexts using appropriate concepts and frameworks

B3.   Draw conclusions, develop judgements, create and evaluate alternative solutions and make decisions on their application

B4.   Apply these skills in a range of complex and unpredictable contexts

Subject/Professional Practice Skills

C1.   Leadership, people and process management

C2.   Problem solving, critical analysis, induction and deduction

C3.   Research skills, quantification, evaluation and design

C4.   Creativity and enterprise

C5.   Effective communication and interpersonal skills

Transferable Skills and other attributes

D1.   Work effectively alone

D2.   Work effectively in groups

D3.   Present, discuss and defend ideas concepts and views through formal and informal written and spoken languages

D4.   Extract, process and present numerical information for a given purpose

D5.   Use information technology

D6.   Manage own time and workload

D7.   Take responsibility for own learning

D8.   Reflect on own performance and respond positively to feedback

D9.   Transfer knowledge and skills across different settings

D10.   Develop a strong sense of self and the life-long learning skills to make an ongoing contribution to society at large

Assessment strategy: The assessment strategy has been designed to test the programme learning outcomes.

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
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
UMPTFF-15-1	RISE Foundations of Management Practice 2024-25	15

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

UMED8Q-15-2	Economics of Money and Banking 2025-26	15
UMED8R-15-2	Emerging Economies 2025-26	15
UMED8P-15-2	International Trade and Multinational Business 2025-26	15
UMED8M-15-2	Introductory Econometrics 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 (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 Modules (Full Time)
Full time students must take 60 credits from the modules in Compulsory Modules (Full Time).

Module Code	Module Title	Credit
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).

Module Code	Module Title	Credit
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).

Module Code	Module Title	Credit
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 30 credits from the modules in Optional Modules (Full Time).

Module Code	Module Title	Credit
UMED99-15-3	Behavioural Economics 2026-27	15
UMMD7N-15-3	Competing Through Quality 2026-27	15
UMCDKD-15-3	Cross Cultural Learning and Development 2026-27	15
UMED96-15-3	Econometrics 2026-27	15

UMED97-15-3	Economic Issues in International Business 2026-27	15
UMED8V-15-3	Economics of International Financial Markets 2026-27	15
UMEDJA-15-3	Feminist and Gender Economics 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).

Module Code	Module Title	Credit
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).

Module Code	Module Title	Credit
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.

Module Code	Module Title	Credit
UMED99-15-3	Behavioural Economics 2027-28	15
UMMD7N-15-3	Competing Through Quality 2027-28	15
UMCDKD-15-3	Cross Cultural Learning 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
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 2020

University policies

Staff research projects

Any relevant PSRB requirements

Any occupational standards

Part E: Regulations

Approved to University Regulations and Procedures.