



Programme Specification

Business Management and Economics {Foundation} [Frenchay]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Business Management and Economics {Foundation} [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: 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: N1LF00

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 a current and integrated business education covering the main disciplines and operational areas of business as well as a deeper understanding of the economic system through the use of applied economic theory.

Features of the programme: The overarching aim of the Faculty's Learning Teaching & 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 and 30 credit semesterised modules. Each semester consists of a 12 week teaching block following by a period of assessment.

At Level 0 students study two 30 credit modules in each semester.

At Levels 1 and 2, students study four 15 credit modules in each semester. At Level 3, they study one 30 credit project module spread across two semesters and up to three 15 credit modules in each semester (depending on whether or not they take Learning, Enquiry and Development on Placement or Learning and Development on Study Year Abroad). Students therefore study 60 credits each semester and 120 credits per level.

The programme is organised within and between each of the 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 utilizes a first year that is common with the majority of the programmes of the Undergraduate Scheme, this 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.

In Level 0 the main focus is on the acquisition both of appropriate academic skills and of an awareness of the relevance to their future professional lives of the disciplines of law, economics, accounting and business and management. Becoming a Professional UJUUL9-30-0 will act as a “spine” to the year, supporting the other three modules through a reflective portfolio and three integrative project weeks. Students will be encouraged to develop as reflective learners and to understand the importance of the UWE graduate attributes. The teaching methods are designed to engage students and much of the scheduled class time will be spent in technology enhanced active learning (TEAL) rooms.

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. In addition students can select one option from three strands of economics: development economics, environmental economics and international economics. These modules are designed to compliment elements of the core modules. They allow students to start to specialise around their particular area of interest. 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 the interdisciplinary 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 an applied Work-based Enquiry Project (based on Placement or concurrent work experience). In addition students have two optional modules to select, which focus on specific economic areas of interest and can follow on from module choices at Level 2. These optional modules allow level three students to develop a deep understanding of the areas of business and economics in which they have a specialist interest.

Educational Aims: The curriculum aims to challenge students in their ways of thinking, behaving, learning, and issues of ethics & ethical decision making, sustainability and global citizenship are embedded throughout. The programme actively seeks input from the external environment and student learning is grounded in the external context wherever appropriate through, e.g. external speakers; assessments that require students opportunities to test out concepts in practice and reflections on own experience of organisations. In addition, all students are encouraged by the curriculum into actively pursuing work experience of some sort i.e. via placement, internship, or volunteering. Student achievement is supported by a clear personal development strand of transferable skills and ‘brain habits’ over all three levels that facilitates the transition into Higher Education and which underpins employability and lifelong learning.

The curriculum aims to challenge students in their ways of thinking, learning and analysing. Students will also develop communication and presentation skills so they are able to relate coherent stories about complex issues to professional and non-professional audiences. 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.

All students will be required to take one of a group of modules at level three which have a particular emphasis on the development of graduate attributes embedded in experiential activity which is CV enhancing and “real world”, engaging students beyond the campus.

Programme Learning Outcomes:

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

Programme Learning Outcomes

- PO1. Systematically understand the interrelationship of "business" theory and "business" practice (A1)
- PO2. Economically evaluate business performance issues in diverse environments and propose reasonable solutions (A2)
- PO3. Apply economic concepts, theory and thinking (methodologies) to address complex issues (A3)
- PO4. Identifies and refines scope of research and implements appropriate methods and methodologies (B1)
- PO5. Apply critical evaluation of contemporary economic policies and business strategy (B2)
- PO6. Can synthesise from critically evaluated sources to understand the world (B3)
- PO7. Capable of planning and producing an extended piece of writing appropriate for its audience (C1)
- PO8. Presents in a professional manner (C2)
- PO9. Can use IT tools appropriate for a business/economic analyst (C3)
- PO10. Understands and can reflect critically on the challenges of working in a team (C4)
- PO11. Explores the concepts of personal resilience and reflexivity and uses this to drive personal change to achieve preferred futures (D1)
- PO12. Recognizes and analyses ethical and social responsibility issues (eg structural inequality) and can choose appropriate actions for practical business/economic situations (E1)
- PO13. Recognizes the challenge of sustainability in the economic realm (E2)

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

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

Testing of the knowledge base is through a range of formative and summative assessment approaches including coursework, oral presentation, tasks undertaken under examination conditions and projects.

Intellectual skills are developed at levels 1, 2 and 3 through a range of learning approaches including lectures, seminars, workshops, group work, cases studies, projects, exercises and I.T. based activities. Particular emphasis is given to these skills in the following modules.

A variety of formative and summative assessment methods are employed to demonstrate the acquisition of intellectual skills. These include essays, management reports, presentations, tests, case studies, and examinations.

Subject, Professional and Practical Skills

Skill 1 is primarily assessed in business and management modules throughout Levels 1 to 3.

Skill 2 is primarily assessed through coursework essay and reports.

Skill 3 is primarily assessed through research methods modules and Level Project module.

Skill 4 is primarily assessed through essays, reports, exercises and examinations in all modules.

Skill 5 is primarily assessed through coursework and group presentations.

Assessment of transferable skills is accomplished through a range of methods which include written individual and group coursework, employer assessment, self-assessment, tests, presentations, examinations, dissertations.

Student support: Learning Resources.

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 MySkills resource 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.

Additional support is provided through the library by means of information skills sessions embedded at module level and self directed online tutorials. There is also an extensive programme of regular workshops including referencing management, database searching and finding journal articles. The library offers zoned space from silent to group study and student bookable rooms. There is excellent access to electronic databases on campus through the extensive student computing network and WIFI. Most databases are also available off campus and supported by the online library enquiry service.

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 & 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 & 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 & 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 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
UMCUL9-30-0	Becoming a Professional 2023-24	30
UMEDKL-30-0	Economics and Accounting for the Real World 2023-24	30
UJUUL7-30-0	Introduction to Law in a Social, Business and Global Context 2023-24	30
UMCDKK-30-0	Introduction to Organisation, Enterprise and Management 2023-24	30

Year 2

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

Year 2 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

Year 2 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 3

Full time and sandwich students must take 120 credits from the modules in Year 3.

Year 3 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 3 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).

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

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 4

Full time students must take 120 credits from the modules in Year 4.

Sandwich students must take 15 credits from the modules in Year 4.

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 4 Compulsory Learning Module Choice (Full Time)

Full time students must take 15 credits from the modules in Compulsory Learning Module Choice (Full Time).

Module Code	Module Title	Credit
UMCDKD-15-3	Cross Cultural Learning and Development 2026-27	15

UMEDT4-15-3	Work Integrated Learning (Economics) 2026-27	15
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Year 4 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 4 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 4 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 4 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.

Module Code	Module Title	Credit
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 5

Sandwich students must take 105 credits in Year 5.

Year 5 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 5 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 5 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
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 subject benchmark statements Business and Management

University strategies and policies.

University's Vision & Mission 2030 Strategy.

University Strategic Plan.

UWE Charter.

Faculty strategies and policies:

Blended Learning Framework

Curriculum Principles

Employability Strategy

Faculty of Business and Law LTA Strategy

Staff research projects

Where ever possible staff are encouraged to utilize their research – and that of colleagues – to inform their teaching, both in terms of content and pedagogic approach.

Employer interaction and feedback

Employers and alumni are regularly consulted to ensure the currency and relevance of the programme.

Part E: Regulations

Approved to University Regulations and Procedures.