



## PROGRAMME SPECIFICATION

Part 1: Information	
<b>Awarding Institution</b>	University of the West of England
<b>Teaching Institution</b>	University of the West of England
<b>Delivery Location</b>	University of the West of England
<b>Study abroad / Exchange / Credit recognition</b>	
<b>Faculty responsible for programme</b>	Faculty of Business & Law
<b>Department responsible for programme</b>	BBS: Business and Management
<b>Professional Statutory or Regulatory Body Links</b>	
<b>Highest Award Title</b>	BA (Hons) Business and Human Resource Management
<b>Default Award Title</b>	BA(Hons) Business Management and Human Resources
<b>Interim Award Titles</b>	BA Business and Human Resource Management DipHE Business and Human Resource Management CertHE Business and Management
<b>UWE Progression Route</b>	
<b>Mode of Delivery</b>	Sandwich, Full-time, with Foundation
<b>ISIS code/s</b>	<b>N1NQ</b> Foundation codes: NNQF (SW), NNQF13 (FT)
<b>For implementation from</b>	September 2019 (2018 new cohorts)

## Part 2: Description

The programme offers students a current and integrated business education covering the main disciplines and operational areas of business, with a specific focus on the function and discipline of Human Resource Management. 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 to the programme that is designed to develop transferable skills that facilitates the transition into Higher Education and underpins employability and lifelong learning.

The programme aims to enable students to:

- acquire a critical understanding of organisations, their management and the changing external environment in which they operate;
- be equipped with the employability and enterprise attributes and skills necessary for a career in business and management; or human resource management
- develop an analytical and enquiring approach in the analysis of business problems so that considered and appropriate conclusions are drawn – which can be communicated effectively in a variety of forms;
- have an informed understanding of critical contemporary business issues and theoretical debates, including ethics & ethical decision-making, sustainability and global citizenship;
- work with academic theory in practice;
- develop a strong sense of self and the life-long learning skills to make an ongoing contribution to society at large;
- acquire a critical understanding of issues, debates and techniques associated with contemporary HRM
- understand and make analytical decisions as regards HR choices in a contemporary context

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. This group of modules includes the sandwich placement module and the study year abroad module.

Level 0 consists of four year-long 30 credit modules in which 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.

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.

1. Level one provides students with a general business foundation to enable them to develop the skills and underpinning disciplinary areas for subsequent years of study while also including a HRM and Leadership module that is designed to help create a cohort identity for students registered on the Business and HRM programme.
2. Level two is structured around the key functional areas of business. In addition, students study two specialist HRM modules – *Diversity and Equality Law and Employment Relations* – that are designed to supplement and compliment the core modules and allow students to specialise

<b>Part 2: Description</b>
<p>around their particular area of interest. Professional skills are delivered in a Management Skills module.</p> <p>3. Level three has been designed to integrate the academic knowledge gained in the first two years of study to enable students to gain a deep understanding of the inter-disciplinary nature of business. Integration is in part achieved through the choice of final year projects, which range from a more traditional dissertation project in the Critical Business Enquiry Project, to an applied Work-Based Enquiry Project. To qualify for the award of Business and Human Resource Management students must complete project in the area of Human Resource Management. In addition, students study four compulsory HRM modules –and a module form a range of options</p>
<b>Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)</b>
<p>An integrated business and management programme that focuses on developing the knowledge, skills and attributes commensurate with the development of a career in management or human resource management, with a particular emphasis on acquiring a critical understanding of issues, debates and techniques associated with contemporary people management. The programme of study covers a broad spectrum of disciplines and business functions, including marketing, operations and strategy, challenges students in their ways of thinking, behaving and learning, and promotes ethics &amp; ethical decision-making, sustainability and global citizenship as central to the conduct of effective business and management.</p>
<b>Regulations</b>
<p>Approved to <a href="#">University Regulations and Procedures</a></p>

Part 3: Learning Outcomes of the Programme																												
Learning Outcomes:	UJUUL9-30-0	UMCDKK-30-0	UMEDKL-30-0	UJUUL7-30-0	UMCDMT-15-1 E & E	UMCDMX-15-1 IM	UMPDN6-15-1 CB	UMPDW7-15-1 HRM & LC	UMKD6J-15-1 UPM	UMCDN3-15-1 BDM	UMOD63-15-1 UOP	UMAD4U-15-1 UBFI	UMCDM8-15-2 RMB	UMPD5-15-2 Skills	UMPD3-15-2 MP	UMMDNX-15-2 OSM	UMAD5H-15-2 AIB	UMPDNF-15-2 CER	UMPDMS-15-2 R HRM & L	UMPD7J-15-2 QLDM	L3 Projects	UMP7F-15-3 HRDM	UMPDJC-30-3 S & HRM	UMODHN-30-3 LOD	UMPD7G-15-3 IHRM	UMPD5V-15-3 MOP		
Knowledge and understanding of:																												
<b>Markets and Business context</b>																												
The global business environment					√	√	√	√	√	√					√								√	√				
The nature of markets, customers and the role of marketing					√				√																			
Customer Expectations, service and orientation									√																			
Marketing management principles in a global context									√																			
The relevance of the disciplines of law, economics, accounting, business and management to professional life	√	√	√	√																								
<b>Financial Management</b>																												
The use of accounting and the sources, uses and management of finance					√								√					√										
Information systems for managerial applications					√	√				√		√						√										
<b>Operations</b>																												
The management of financial, information and human resources and operations and their impact on					√	√		√	√						√	√								√	√			

**Part 3: Learning Outcomes of the Programme**

organisational performance																							
<b>Organisations, People and Management</b>																							
The nature of work and organisations				√	√					√		√		√		√	√	√	√	√	√	√	√
Management Theory				√	√	√		√	√		√	√	√	√	√	√	√	√	√	√	√	√	√
The management and development of people				√	√					√	√	√		√		√	√	√	√	√	√	√	√
Managing Diversity				√	√					√	√		√		√	√				√	√	√	√
Business innovation, creativity and enterprise development				√	√	√		√			√				√					√			
<b>Communication and information technology (CIT)</b>																							
The management of information systems				√	√			√		√			√							√			
Use of communication and information technology				√	√			√															
Digital Business management				√	√	√		√															
<b>Business Strategy and decision making</b>																							
Business Statistics and decision making							√	√		√													
Business policy and strategy				√	√			√		√	√	√	√							√	√		
<b>Ethics and Sustainable Development:</b>												√											
Ethics and ethical decision making				√	√			√												√	√		√
Sustainability and sustainable development				√	√	√		√															
Global Citizenship				√	√			√		√		√								√	√		√
Corporate Social Responsibility				√	√	√		√		√		√								√	√		√
<b>Research</b>																							
Business and Management Research; relevant qualitative and quantitative research methods					√			√		√						√		√					

**Part 3: Learning Outcomes of the Programme**

<b>Enterprise and Entrepreneurship</b>																							
The diverse nature of enterprise and entrepreneurs																							
The role of enterprise in society																							
<b>Additional Subject Specific Learning outcomes</b>																							
Understanding of the HR function																							
Employment relations																							
Strategic Human Resource Management																							
Role of line managers																							
<b>(B) Intellectual Skills</b>																							
Information Literacy: gather and critically evaluate information and information from a range of sources.	√	√																					
Creativity and inventiveness in approaches to problem solving																							
Assimilate new knowledge through effective synthesizing																							
Make informed evidence-based decisions																							
Ability to solve a range of complex problems in unpredictable contexts																							
Self-inquiry, reflective thinking, and adaptive thinking in approaching and interpreting tasks and problems																							
Identify and analyse business problems across a range of contexts utilizing appropriate concepts, models and frameworks.																							
Implement, verify and review decisions, recommendations, solutions and arguments of self and others																							
Evaluate and analyse primary data, both qualitative and quantitative.	√	√																					

**Part 3: Learning Outcomes of the Programme**

<b>(C) Subject/Professional/Practical Skills</b>																				
The ability to manage a range of financial controls in an organizational context.							√												√	
The ability to evaluate and manage the performance of self and others																			√	√
The ability to select appropriate leadership styles for varying contexts.																				√
The ability to design and implement effective training interventions																				√
The ability to effectively select appropriate candidates in a resourcing context																				√
The ability to conduct appropriately designed ethical research into business and management issues																			√	√
The ability to express evidence-based ideas and solutions to problems fluently through a range media including reports, essays, presentations etc. appropriate for a diverse audience.																			√	√
Effective use of a range of ICT tools																			√	√
The ability to effectively negotiate, persuade and influence others in a group setting																			√	√
The ability to work effectively to achieve as a member of a team to achieve goals within time constraints; utilizing the contributions of individual group members.																			√	√

**Part 3: Learning Outcomes of the Programme**

Ability to recognize and address a range of business related ethical dilemmas, applying the principles of ethical management to a range of situations and choices.						√											√						√	√											
The ability to act appropriately and ethically, demonstrating sensitivity to the complexities of a diverse organizational context																		√																	
<b>(D) Transferable skills and other attributes</b>																																			
High personal effectiveness																				√	√							√	√	√			√		
Critical self-awareness, self-reflection and self-management																				√								√							√
Time management and workload management																																			
Resilience																																			
Life-long learning and clear professional identity																																			
Adaptability and flexibility																																			
Work effectively alone and as a team member																																			
Effective leadership																																			
Socially Responsible																																			
Numerical and Statistical skills																																			
Vision, responsiveness to opportunity, and ambition for business growth																																			

N.B. Transferable skills are developed through an integrated programme of learning which is built into all core modules at levels 1, 2 and 3 and the work placement. Assessment of transferable skills is accomplished through a range of methods which include individual written coursework, group written coursework, peer and employer assessment, self-assessment, tests, presentations, oral examinations, formal written examinations and dissertations or reports



**Part 4: Programme Structure**

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time undergraduate student** including:  
 level and credit requirements;  
 interim award requirements;  
 module diet, including compulsory and optional modules

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
	Foundation	<p>Students will normally be required to pass all the level 0 modules in order to progress to level 1.</p> <p>UJUUL9-30-0 Becoming a Professional</p> <p>UMCDKK-30-0 Introduction to Organisations, Enterprise and Management</p> <p>UMEDKL-30-0 Economics and Accounting for the Real World</p> <p>UJUUL7-30-0 Introduction to Law in a Social, Business and Global Context</p>	No Optional modules	
	Year 1	<p>UMCDMX-15-1 Introduction to Management</p> <p>UMAD4U-15-1 Understanding Business and Financial Information (BIM)</p> <p>UMPDM7-15-1 HRM and Leadership in Context</p> <p>UMOD63-15-1 Understanding Organisations and People (BIM)</p> <p>UMKD6J-15-1 Understanding the Principles of Marketing (BIM)</p> <p>UMPDN6-15-1 Contemporary Business Issues</p> <p>UMCDN3-15-1 Business Decision Making for Management</p> <p>UMCDMT-15-1 Enterprise and Entrepreneurship</p>	There are no optional modules at level 1	<p>Cert HE Business and Management</p> <p><i>Credit requirements:</i> 240 credits At least 100 credits at level 1 or above. 120 credits at level 0.</p>

	Compulsory Modules	Optional Modules	Interim Awards
Year 2	UMPDM3-15-2 Managing People  UMPDM5-15-2 Management Skills (Business and Management)  UMAD5H-15-2 Accounting Information for Business (BIM)  UMPDNF-15-2 Issues in Contemporary Employment Relations  UMCDM8-15-2 Research Methods for Business  UMMDNX-15-2 Operations and Supply Management  UMPD7J-15-2 Equality Law and Diversity Management  UMPDMS-15-2 Research in HRM and Leadership		Dip HE Business Management and Human Resource Management  <i>Credit requirements:</i> 360 credits. At least 100 credits at level 2 or above. At least 120 credits at level 1 or above. 120 credits at level 0.
<p><b>Placement or Study Year Abroad (SYA)</b></p> <p>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:</p> <ol style="list-style-type: none"> <li>1. Work Placement: a significant period of paid employment or self-employment normally in the field relevant to the specialism of the degree.</li> </ol> <p>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.</p> <ol style="list-style-type: none"> <li>2. Study Year Abroad, which consists of two semesters of study at a partner institution abroad.</li> </ol> <p>During this time students must complete the 15 credit level 3 module, Learning and Development on Study Year Abroad (UMCD9Y-15-3). This modules assesses assess 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.</p> <p>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</p>			

<p>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.  <b>To be eligible for either Placement or SYA students would normally be expected to have passed a minimum of 330 credits</b></p>				
	Compulsory Modules		Optional Modules	Interim Awards
	<p>UMCD9W-30-3 Critical Business Enquiry Project</p> <p>OR</p> <p>UMCDHU-30-3 Applied Business Project</p> <p>OR</p> <p>UMCDFS-30-3 Business Project</p> <p>Plus</p> <p>UMPDJC-30-3 Strategy and Human Resource Management</p> <p>UMPD7F-15-3 Human Resource Development and Knowledge Management</p> <p>UMPD7G-15-3 International HRM</p> <p>PLUS one from:</p> <p>UMCDKM-15-3 Work Integrated Learning OR UMCDKD-15-3 Cross Cultural Learning and Development OR UMCDN5-15-3 Placement Learning OR UMCD9Y-15-3 Learning &amp; Development on Study Year Abroad</p>	None	<p>BA Business and Human Resource Management</p> <p><i>Credit requirements: 420 credits</i></p> <p>At least 60 credits at level 3 or above. At least 100 credits at level 2 or above. At least 140 credits at level 1 or above. 120 credits at level 0.</p> <p><b>Target/Highest Award:</b> BA(Hons) Business and Human Resource Management</p> <p><i>Credit requirements:</i> 480 credits At least 100 credits at level 3 or above. At least 100 credits at level 2 or above. At least 140 credits at level 1 or above. 120 credits at level 0.</p>	
Year 3				

## GRADUATION

**Part 5: Entry Requirements**

The University's Standard Entry Requirements apply, according to the year and point of entry, see UWE webpages:

<http://www1.uwe.ac.uk/whatcanistudy/applyingtouwe/undergraduateapplications/undergraduateapplicationfaqs.aspx>

**Part 6: 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 & Management*, the *CMI level 5 professional body benchmarks* and the following University and Faculty strategies and policies:

University strategies and policies

[Strategy 2020](#)

[University policies](#)

- 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

[QAA UK Quality Code for HE](#)

- Framework for higher education qualifications (FHEQ)
- Subject benchmark statements
- Qualification characteristics for [Foundation degrees](#)

## FOR OFFICE USE ONLY

First CAP Approval Date	31 January 2017 <a href="#">link to RIA</a>			
Revision ASQC Approval Date	16 January 2018	Version	2	<a href="#">link to RIA</a>
<i>Update this row each time a change goes to ASQC</i>	31 May 2018		3	<a href="#">link to RIA</a>
	28 June 2018		4	<a href="#">link to RIA</a>
Next Periodic Curriculum Review due date	<i>Academic year in which next Periodic Curriculum Review due (6 years from initial approval or last Periodic Curriculum Review)</i>			
Date of last Periodic Curriculum Review				