



Programme Specification

Business and Human Resource Management [Frenchay]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Business and Human Resource Management [Frenchay]

Highest award: BA (Hons) Business and Human Resource Management

Default award: BA (Hons) Business Management and Human Resources

Interim award: BA Business and Human Resource Management

Interim award: DipHE Business and Human Resource Management

Interim award: CertHE Business and Management

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:

Chartered Institute of Personnel and Development (CIPD)

Chartered Management Institute (CMI)

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: N1NQ00

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: 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 and ethical decision making, sustainability and global citizenship are embedded throughout.

Features of the programme:

Educational Aims: 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 and 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.

Programme Learning Outcomes:

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

Knowledge and Understanding

- A1. Markets and Business context: The global business environment
- A2. Markets and Business context: The nature of markets, customers and the role of marketing
- A3. Markets and Business context: Customer expectations, service and orientation
- A4. Markets and Business context: Marketing management principles in a global context
- A5. Financial Management: The use of accounting and the sources, uses and management of finance
- A6. Financial Management: Information systems for managerial applications
- A7. Operations: The management of financial, information and human resources and operations and their impact on organisational performance
- A8. Organisations, People and Management: The nature of work and organisations
- A9. Organisations, People and Management: Management Theory
- A10. Organisations, People and Management: The management and development of people
- A11. Organisations, People and Management: Managing Diversity

- A12. Organisations, People and Management: Business innovation, creativity and enterprise development
- A13. Communication and information technology (CIT): The management of information systems
- A14. Communication and information technology (CIT): Use of communication and information technology
- A15. Communication and information technology (CIT): Digital Business management
- A16. Business Strategy and decision making: Business Statistics and decision making
- A17. Business Strategy and decision making: Business policy and strategy
- A18. Ethics and Sustainable Development: Ethics and ethical decision making
- A19. Ethics and Sustainable Development: Sustainability and sustainable development
- A20. Ethics and Sustainable Development: Global Citizenship
- A21. Ethics and Sustainable Development: Corporate Social Responsibility
- A22. Research: Business and Management Research; relevant qualitative and quantitative research methods
- A23. Enterprise and Entrepreneurship: The diverse nature of enterprise and entrepreneurs
- A24. Enterprise and Entrepreneurship: The role of enterprise in society
- A25. Additional Subject Specific Learning outcomes: Understanding of the HR function
- A26. Additional Subject Specific Learning outcomes: Employment relations
- A27. Additional Subject Specific Learning outcomes: Strategic Human Resource Management
- A28. Additional Subject Specific Learning outcomes: Role of line managers

Intellectual Skills

- B1. Information Literacy: gather and critically evaluate information and information from a range of sources

- B2. Creativity and inventiveness in approaches to problem solving
- B3. Assimilate new knowledge through effective synthesizing
- B4. Make informed evidence -based decisions
- B5. Ability to solve a range of complex problems in unpredictable contexts
- B6. Self -inquiry, reflective thinking, and adaptive thinking in approaching and interpreting tasks and problems
- B7. Identify and analyse business problems across a range of contexts utilizing appropriate concepts, models and frameworks
- B8. Implement, verify and review decisions, recommendations, solutions and arguments of self and others
- B9. Evaluate and analyse primary data, both qualitative and quantitative

Subject/Professional Practice Skills

- C1. The ability to manage a range of financial controls in an organizational context
- C2. The ability to evaluate and manage the performance of self and others
- C3. The ability to select appropriate leadership styles for varying contexts
- C4. The ability to design and implement effective training interventions
- C5. The ability to effectively select appropriate candidates in a resourcing context
- C6. The ability to conduct appropriately designed ethical research into business and management issues
- C7. 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
- C8. Effective use of a range of ICT tools
- C9. The ability to effectively negotiate, persuade and influence others in a group setting
- C10. 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

- C11. 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
- C12. The ability to act appropriately and ethically, demonstrating sensitivity to the complexities of a diverse organizational context

Transferable Skills and other attributes

- D1. High personal effectiveness
- D2. Critical self-awareness, self-reflection and self-management
- D3. Time management and workload management
- D4. Resilience
- D5. Life-long learning and clear professional identity
- D6. Adaptability and flexibility
- D7. Work effectively alone and as a team member
- D8. Effective leadership
- D9. Socially Responsible
- D10. Numerical and Statistical skills
- D11. Vision, responsiveness to opportunity, and ambition for business growth

Assessment strategy: 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.

Student support: 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.

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
UMCDN3-15-1	Business Decision Making for Management 2023-24	15
UMPDN6-15-1	Contemporary Business Issues 2023-24	15
UMCDMT-15-1	Enterprise and Entrepreneurship 2023-24	15
UMPDM7-15-1	Hrm and Leadership in Context 2023-24	15
UMCDMX-15-1	Introduction to Management 2023-24	15
UMAD4U-15-1	Understanding Business and Financial Information (Business, International and Management) 2023-24	15
UMOD63-15-1	Understanding Organisations and People (Business, International and Management) 2023-24	15
UMKD6J-15-1	Understanding the Principles of Marketing (Business, International and Management) 2023-24	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 120 credits from the modules in Compulsory Modules (Full-time and Sandwich).

Module Code	Module Title	Credit
UMAD5H-15-2	Accounting Information for Business 2024-25	15
UMPD7J-15-2	Equality Law and Diversity Management 2024-25	15
UMPDFN-15-2	Issues in Contemporary Employment Relations 2024-25	15
UMPD5-15-2	Management Skills (Business and Management) 2024-25	15
UMPD3-15-2	Managing People 2024-25	15
UMMDNX-15-2	Operations and Supply Management 2024-25	15
UMPDMS-15-2	Research in HRM and Leadership 2024-25	15
UMCDM8-15-2	Research Methods for Business 2024-25	15

Year 3

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

Placement or Study Year Abroad (SYA):

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:

Work Placement: a significant period of paid employment or self-employment normally in the field relevant to the specialism of the degree.

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.

Study Year Abroad, which consists of two semesters of study at a partner institution abroad.

During this time 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 cross-cultural 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. 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.

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 105 credits from the modules in Compulsory Modules (Full-time).

Year 3 Compulsory Modules (Full-time) Group 1 Choices

Full-time students must take 30 credits from the modules in Year 3 Compulsory Modules (Full-time) Group 1 Choices.

Module Code	Module Title	Credit
UMCDHU-30-3	Applied Business Project 2025-26	30
UMCDFS-30-3	Business Project 2025-26	30
UMCD9W-30-3	Critical Business Enquiry Project 2025-26	30

Year 3 Compulsory Modules (Full-time) Group 2

Full-time students must take 75 credits from the modules in Year 3 Compulsory Modules (Full-time) Group 2.

Module Code	Module Title	Credit
UMPD7F-15-3	Human Resource Development and Knowledge Management 2025-26	15
UMPD7G-15-3	International Human Resource Management 2025-26	15
UMPDMV-15-3	Managing Organisational Performance 2025-26	15
UMPDJC-30-3	Strategy and Human Resource Management 2025-26	30

Year 3 Compulsory Placement or Study Year Abroad Modules (Sandwich)

Students on the Sandwich programme must take one of the following modules:

Module Code	Module Title	Credit
UMCD9Y-15-3	Learning and Development on Study Year Abroad 2025-26	15
UMCDN5-15-3	Placement Learning 2025-26	15

Year 3 Optional Modules (Full-time)

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

Module Code	Module Title	Credit
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UMCDKD-15-3	Cross Cultural Learning and Development 2025-26	15
UMODT5-15-3	Work Integrated Learning (Business & Management) 2025-26	15

Year 4

Sandwich students who have completed a Placement or SYA (and passed the relevant module) are not required to choose an option module.

The student must take 105 credits from the modules in Year 4.

Year 4 Compulsory Modules (Sandwich)

Sandwich students must take 105 credits from the modules in Compulsory Modules (Sandwich).

Year 4 Compulsory Modules (Sandwich) Group 1 Choices

Sandwich students must take 30 credits from the modules in Year 4 Compulsory Modules (Sandwich) Group 1 Choices.

Module Code	Module Title	Credit
UMCDHU-30-3	Applied Business Project 2026-27	30
UMCDFS-30-3	Business Project 2026-27	30
UMCD9W-30-3	Critical Business Enquiry Project 2026-27	30

Year 4 Compulsory Modules (Sandwich) Group 2

Sandwich students must take 75 credits from the modules in Year 4 Compulsory Modules (Sandwich) Group 2.

Module Code	Module Title	Credit
UMPD7F-15-3	Human Resource Development and Knowledge Management 2026-27	15
UMPD7G-15-3	International Human Resource Management 2026-27	15
UMPD7H-15-3	Managing Organisational Performance 2026-27	15

UMPDJC-30-3	Strategy and Human Resource Management 2026-27	30
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Part C: Higher Education Achievement Record (HEAR) Synopsis

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 and ethical decision-making, sustainability and global citizenship as central to the conduct of effective business and management.

Part D: External 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 and Management, the CMI Level 5 professional body benchmarks and the following University and Faculty strategies and policies:

University strategies and policies:

University's 2020 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.

QAA UK Quality Code for HE:

Framework for higher education qualifications (FHEQ)

Subject benchmark statements

Qualification characteristics for Foundation degrees and Master's degrees

Strategy 2020

University policies

Staff research projects

Any relevant PSRB requirements

Any occupational standards

Part E: Regulations

Approved to University Regulations and Procedures.