Programme Specification

Business and Human Resource Management [Villa]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Business and Human Resource Management [Villa]

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

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

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:

Chartered Institute of Personnel and Development (CIPD)

Modes of delivery: Full-time, Sandwich

Entry requirements:

For implementation from: 01 September 2025

Programme code: N1Y313

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: The BA (Hons) Business and Human Resource Management combines a current and integrated practice based business education covering the main disciplines and operational areas of business with a specific specialist focus on the field of Human Resource Management. The degree offers a chance to study both business and specialist Human Resource Management modules covering a wide range of perspectives, principles, practices and contemporary issues, alongside support to proactively develop personally, professionally, and academically. The curriculum aims to challenge students in their ways of thinking, behaving, and learning. The Educational Development Strands of professional development, research and academic skills, sustainability, and development of entrepreneurial mindsets are embedded throughout the programme of study.

As a practice-focused programme, students engage with authentic learning, teaching and assessment approaches throughout, engaging with real world problems and organisations across a wide range of modules and subjects. This culminates in a final year of heavily practice focussed modules, including a capstone module which draws together learning into practice and a beyond campus module choice which has a direct emphasis on student centred practice-led activity which is CV enhancing, engaging students beyond the campus. Optional sandwich year modules for placement, the study year abroad module, a work based learning module for students in employment, and a global teams live brief module enabling student the opportunity to working in global teams.

Working in mentor groups alongside their Group Mentor and Personal Tutor, students are supported to proactively develop a portfolio of practice, completing activities; identifying their skills, developing action plans, and reflecting on how their degree, and other activities, are helping them to gain the skills they need for their personal and proactive professional development.

This Programme is CIPD accredited and students studying this will also graduate with a level 5 CIPD qualification

Features of the programme: For students who are interested in developing a specialist knowledge of people at work and how organisations manage their human capital from recruitment, through operations, information systems, rewards and performance management. This programme is CIPD accredited, giving students access to the professional HRM job market.

This programme has the following distinctive features:

Transferable enterprise employability skills: The programme focuses on developing a diversified skill set, including technical competencies, digital literacy, critical thinking, ethical values, and communication skills. This approach aims to produce graduates who are work-ready and able to succeed and flourish.

Practice-Led & engaged with industry: Grounded in a practice-led approach, the curriculum integrates cutting-edge research fromethics , and sustainability. This provides students with practical insights. Engaging closely with employers, entrepreneurs, and professional bodies, students are encouraged to explore diverse applications of acquired skills. Integrated activities, such as fieldwork, pitches and industry guest lectures, enrich the learning experience and offer networking opportunities.

Digital Capability: Technology literacy will be essential for future business leaders to thrive and the programme recognizes the importance of digital literacy and integrates this into teaching students to use a range of digital tools effectively. Whilst the changes in this area are rapid, emerging technologies (ET) including Artificial intelligence (AI) are transforming modern business. As Business educators, we embed critical thinking and practical application that motivates learners to embrace new technologies and understand how they will be applied in future enterprises.

Sustainability: Students will study core modules that focus on ethical and sustainable practices, in addition our programme aims to inspire students to embrace

sustainable innovation. Through practical application and use of real-world case studies, students are challenged to consider their role in shaping a sustainable future.

Professional Practice development: A distinctive feature of the programme is the professional development stream, which cuts across the three levels of the programme and is embedded as a core module in the curriculum at every level. This stream supports students' developmental journey, offering learners group mentor support and providing the structure to allow students to develop a compelling narrative of their degree journey to present to potential employers.

Educational Aims: The overarching aim of the University's Learning and Teaching Strategy is that "our students will enjoy a personalised, inclusive and transformative experience that empowers them to be engaged, committed and passionate learners who thrive in our university environment and achieve their best".

The BA (Hons) Business and Human Resource Management actively seeks to provide personalised experiences for all learners, grounding student learning in the Human resource management aspects of organisations and wherever appropriate through engagement with professionals and authentic assessments that afford students' opportunities to test out concepts in practice and reflect on their own experience of organisations. In addition, all students are actively required by the curriculum to pursue beyond campus experience of some sort i.e. via placement, internship, paid work, volunteering, cross cultural team work or overseas study. Student achievement is supported by a clear professional practice and personal development strand, which imparts key transferable skills and an entrepreneurial mindset over all three levels; facilitating the transition into, through, and beyond, Higher Education and underpinning enterprise, employability, and lifelong learning.

Educational Aims:
1. Provide students with high quality learning and teaching experiences that are practice-led, and sustain a culture of student-centred learning, incorporating current research to ensure learning is research-informed

2. Provide students with an in-depth knowledge and critical understanding of the changing external environment, organisations and human resource management of for profit and not for profit organisations.

3. Develop students' independent thinking and informed understanding of critical contemporary business and HRM issues, theoretical debates, and techniques to work with academic theory in practice.

4. Develop students' analytical and enquiring approaches to the analysis of business problems so that considered and appropriate conclusions are drawn – which can be communicated effectively and appropriately.

5. Develop students' collaborative skills, strong sense of self and life-long learning skills, including ethical, personal, and social responsibility as global citizens.

6. Prepare students with the enterprise and employability skills and attributes necessary to plan effectively for their chosen future and be able to undertake appropriate personal development for a career in business or Human Resource Management and/ or further study.

Programme Learning Outcomes:

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

Programme Learning Outcomes

PO1.   Knowledge and understanding
Demonstrate a systematic and detailed appreciation of the behaviour of people at work, and the role of marketing, data, and strategic and operations management in enterprise and organisations; with an advanced knowledge and critical understanding of the core and optional subjects relevant to Human Resource Management and the roles and responsibilities of organisations and managers in diverse cultural and global contexts when managing people.

PO2.   Critical analysis
The ability to apply a conceptual understanding to devise, sustain and critically analyse arguments. Effectively solving problems with a critical appreciation of context, ambiguity, and uncertainty.

PO3.   Skills and attributes
Ability to apply the skills and attributes necessary to work collaboratively and individually, in the HRM profession, and a digital world; effectively communicating complex information, ideas, problems, and solutions as appropriate to the needs of varied and different audiences.

PO4.   Personal and professional futures
Demonstrate self-awareness informing the learners' ongoing personal and professional development specifically, but not only, in the functional areas of human resource management, alongside a reflective understanding of how the knowledge and skills developed throughout the programme can enhance their entrepreneurial thinking, practice, and employability.

PO5.   Social value and sustainability
Demonstrate critical understanding of the learners' role and social responsibilities as global citizens, and the sustainable development goals and activities of managers and organisations in society and managing people.

Assessment strategy: The programme's assessment strategy emphasises subject knowledge and practical and professional skills within business, and Human Resource management environments. Assessments are designed programmatically so as to facilitate a progression through differing levels of complexity at each level of study:

Level 4 (remembering and understanding), a sound knowledge and understanding of the underlying concepts of a subject and ability to evaluate and interpret these

Level 5 (applying and analysing) , a knowledge and critical understanding of the established principles of the field of study, the ability to apply these principles more widely and analyse them critically.

Level 6 (evaluating and creating), a systematic understanding of a complex body of knowledge, some of it at the current boundaries of the academic discipline, with the ability to critically apply and evaluate arguments and assumptions appreciating

uncertainty and the limits of knowledge.

Opportunities to demonstrate achievement of the learning outcomes are provided through a broad mix of assessment types, using the following assessment methods which are assessed against publicised marking criteria:

1. Formative assessment is used at all levels to monitor students' progress and provide feedback about knowledge and understanding gained and development of skills and attributes, providing an opportunity for identifying and rectifying students potential challenges, as well as contributing to summative assessment in some instances.

2. Presentations and Posters (individual and collaborative) including set exercises, are formally and informally assessed for content and process in modules at each level. In addition to assessing the students' analytical skills and relevant theoretical understanding, these provide opportunities to assess students' oral communication skills and prepare them for presentation processes common in business and HR environments. These include opportunities for peer review assessment, where group members can allocate marks to reflect each group member's contribution when working collaboratively. This also provides an opportunity for personal reflection.

3. Written assignments, projects, case study's, reports, and set exercises. These are expected to be well written and presented and are used to assess the students' development of key skills as well as theoretical knowledge and critical understanding. They provide opportunities for in depth focus on specific business and HR related issues.

4. Professional practice portfolios of evidence demonstrate that students have developed the required professional skills and attributes for a career in business. Students will also reflect and comment on their own learning and personal development.

5. Formal examinations are used very occasionally and only if they are the most appropriate assessment approach for assessing students' theoretical understanding

and critical abilities, and manage time effectively. The University has systems in place to ensure that examining procedures are moderated and regulated.

6. In line with inclusionary learning and teaching principles the programme provides alternative assessment proposals where students with logistical or other difficulties can elect to submit in an alternative format. This relates primarily to presentations/vivas and in these instances students will be offered a choice of face to face, online or recorded where possible. With regard to group work this will be encouraged in many modules, collaborative working is assessed summatively in the professional practice modules where group activities are undertaken and group mentor support is provided.

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
UMMT8L-30-1	Entrepreneurial Decision Making 2025-26	30
UMPDYQ-30-1	Human Resource Economics 2025-26	30
UMKD6J-15-1	Principles of Marketing 2025-26	15

UMOT8N-30-1	Professional Knowledge: Workforce and Organisational Behaviour 2025-26	30
UMAT6G-15-1	Using Financial Information for Business 2025-26	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
UMPDYT-30-2	Equality, Diversity and Employment Relations 2026-27	30
UMPDYR-30-2	HR Information Systems 2026-27	30
UMPT8F-15-2	HR Operations 2026-27	15
UMPDYU-30-2	Professional skills: Evidence based HR 2026-27	30
UMPDYS-15-2	Workforce Resource Planning 2026-27	15

Year 3
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:
Students taking the 5 year Sandwich (SW) route must choose and pass one of the following options:

UMCT6K-15-3 Practice Based Learning Year; or

UMCT8T-15-3 Study year abroad learning

To be eligible for either the 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 75 credits from the modules in Compulsory Modules (Full-time).

Module Code	Module Title	Credit
UMPDJC-30-3	Professional Development: Strategic Human Resource Management 2027-28	30
UMPDYV-30-3	Stakeholder Engagement and Talent Development 2027-28	30
UMPDYW-15-3	Sustainable International HRM 2027-28	15

Year 3 Optional Modules (Full-time) - List A

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

Module Code	Module Title	Credit
UMCDKD-15-3	Cross Cultural Learning 2027-28	15
UMODT5-15-3	Work Based Learning 2027-28	15

Year 3 Optional Modules (Full-time) - List B

Full-time students must take 30 credits from the modules in Optional Modules (Full-time) - List B

Module Code	Module Title	Credit
UMOTBN-30-3	Coaching and Mentoring in Organisations 2027-28	30
UMSTAX-30-3	Project Management with Data Analytics 2027-28	30
UMPTBP-30-3	Transformation of work 2027-28	30

Year 3 Optional Modules - Placement (Sandwich)

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

Module Code	Module Title	Credit
UMCT8T-15-3	Study Year Abroad Learning 2027-28	15
UMCT6K-15-3	Practice-Based Learning Year 2027-28	15

Year 4
Sandwich students must take 105 credits from the modules in Year 4.

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

Module Code	Module Title	Credit
UMPDYV-30-3	Stakeholder Engagement and Talent Development 2028-29	30
UMPDYW-15-3	Sustainable International HRM 2028-29	15
UMPDJC-30-3	Professional Development: Strategic Human Resource Management 2028-29	30

Year 4 Optional Modules (Sandwich)
Sandwich students must take 30 credits from the modules in Optional Modules (Sandwich)

Module Code	Module Title	Credit
UMSTAX-30-3	Project Management with Data Analytics 2028-29	30
UMPTBP-30-3	Transformation of work 2028-29	30
UMOTBN-30-3	Coaching and Mentoring in Organisations 2028-29	30

Part C: Higher Education Achievement Record (HEAR) Synopsis

This programme is specifically designed to combine a comprehensive business

education with a specialism in Human Resource Management. Over the course of

the programme, students accrue a knowledge base, range of skills and the intellectual and critical capability to analyse a business and HR environment responding to the challenges and opportunities with a range of appropriate business-based HR strategies. The programme aims to produce graduates who understand their role and ongoing contribution as global citizens. Successful graduates are likely to find employment in a range of business management or Human Resource Management roles.

Part D: External Reference Points and Benchmarks

The following reference points and benchmarks have been used in the design of the programme:

UWE reference points and benchmarks:

The teaching and learning approach of Bristol Business School, and UWE as articulated through its Teaching and Learning Governance structures and committees.

UWE, Bristol Strategy 2030:

UWE Academic Regulations

UWE learning and teaching strategy

Digital Learning Service in CBL Team

University policies

Enhancement Framework

QAA/ FHEQ and OFS reference points and benchmarks

QAA Framework for Higher Education; and OFS sector regulatory standards

OFS Framework for Higher Education Qualifications (2022)

QAA Assessment overview

QAA Quality code: assessment

QAA Subject Benchmarks

Future employability reports:

The Chartered Management Institute (CMI) (2021)

World Economic Forum (WEF) on the future of work (2023)

CBI education and skills survey 2022

Staff research projects:

Wherever 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.

Student consultation:

Student consultation is ongoing on feeds directly into the continued improvement of the programme.

Chartered Institute of Personnel Development (CIPD) - level 5 programme accreditation

Part E: Regulations

Approved to University Regulations and Procedures: Academic regulations and procedures - Academic information | UWE Bristol