



Programme Specification

Business Management with Marketing {Top-Up} [INTUNI]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Business Management with Marketing {Top-Up} [INTUNI]

Highest award: BA (Hons) Business Management with Marketing

Awarding institution: UWE Bristol

Affiliated institutions: International University, Vietnam

Teaching institutions: International University, Vietnam

Study abroad: No

Year abroad: No

Sandwich year: No

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

Entry requirements: For the current entry requirements see the UWE public website.

For implementation from: 01 September 2027

Programme code: N1NY12

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: BA (Hons) Business Management with Marketing (top up) at International University combines a current and integrated business practice based education covering the main disciplines and operational areas of business with a specific specialist focus on the field of Marketing. The degree offers study of both business and specialist Marketing modules covering a range of perspectives, principles, practices and contemporary issues, alongside support to develop personally, professionally, and academically.

Building on relevant prior learning, 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.

As a practice-focused programme, students engage with authentic learning, teaching and assessment approaches throughout the year. This final year programme consists of real-world practice modules including a capstone module which draws together learning into practice with a direct emphasis on student centred practice-led activity which is CV enhancing and “real world”.

Students are supported to 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 professional development.

Features of the programme: For students with an interest in understanding the values of marketing in the business environment, the BA(Hons) Business Management with Marketing (top up) provides a solid foundation in both business and marketing, allowing students to experience business and marketing disciplines with a career, or future study, focus.

With a specialist focus on marketing, students will analyse real business issues and learn about the market process, including traditional and digital marketing methods and global approaches.

This one year 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, ethics, 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 academic and professional development stream, which cuts across the year and is embedded as a core module throughout the year . 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". This extends to students on this programme at International University.

The BA (Hons) Business Management with Marketing (top up) actively seeks to provide personalised experiences for all learners, grounding student learning in the business environment and marketing context in Vietnam and internationally. This is supported through the use of engagement with professionals and authentic assessments that afford students' opportunities to test out concepts in practice and reflect on their own experience of marketing within a business context.

Student achievement is supported by a clear professional practice and personal development strand of transferable skills and entrepreneurial mindsets across the year that facilitates the transition into, through, and beyond the programme, and which underpins 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, marketing and management of profit and not for profit businesses.
3. Develop students' independent thinking and informed understanding of critical contemporary business and marketing issues and theoretical debates to work with academic theory in practice.

4. Develop students' analytical and enquiring approaches to the analysis of business and marketing 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 and marketing and/ or further study in Vietnam or overseas.

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 the marketing context of organisations and managers roles and responsibilities in society.
- PO2. Critical analysis
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 skills and attributes necessary to work collaboratively and individually, in a marketing context and 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, 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 a critical understanding of the learners' role and social responsibilities as global citizens, and the sustainable development goals and activities of marketing, managers and organisations in society.

Assessment strategy: The programme's assessment strategy emphasises subject knowledge and practical and professional skills within business, management and marketing environments. Assessments are designed programmatically so as to facilitate a progression from relevant L5 entry qualifications through to level 6 top up year of study:

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. Regular formative assessment is used 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) are formally and informally assessed for content and process in modules. 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 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 related issue.

4. Academic and Professional practice portfolio of evidence demonstrates 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 academic and professional development module where group activities are undertaken and group mentor support is provided.

Student support: International University Vietnam provides a broad range of services designed to support students' academic progress, wellbeing, and future employability. Counselling and psychological services are available to help students address challenges related to study, personal issues, social relationships, and

general psychological wellbeing. A variety of themed counselling sessions have been developed, including those focused on health and gender, family and relationships, and business law.

Career orientation and employment support are delivered through job information services and structured connections with employers. Recruitment opportunities for current students and graduates are facilitated through partnerships with agencies and private organisations. A central component of this activity is the annual Career Day, which offers opportunities for students to meet employers and gain insights into professional expectations.

Educational guidance includes regular communication of scholarship opportunities—both domestic and international—to help students finance their studies. Academic support also extends to a structured process for monitoring student progress, first year orientation, and the Student Advisor Programme. Additional student engagement is supported through the Student Association and Youth Union.

Library provision is extensive, with dedicated spaces for self study, group work, and computer access. As part of the Vietnam National University network, students benefit from access to a large shared collection of printed books, journals, theses, and extensive electronic databases including over 26,000 e journals and 20,000 e books. Access is available onsite or remotely via individual accounts.

Teaching and learning are further supported by specialist laboratories and IT facilities across departments, equipped with subject specific software.

Overall, the institution provides comprehensive academic, personal, and career related support built on strong infrastructure and extensive learning resources.

Part B: Programme Structure

Year 1

Students must take 120 credits from the modules in Year 1.

Year 1 Compulsory Modules

Students must take 120 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UMMTBF-30-3	Marketing in a Digital World 2027-28	30
UMOTHK-15-3	People and Organisations 2027-28	15
UMMTBK-30-3	Brand Evolution: Identity, values and market edge 2027-28	30
UMSTHL-30-3	Academic and Professional Development: Business Simulation 2027-28	30
UMOT6W-15-3	Social Value and Sustainability for Business 2027-28	15

Part C: Higher Education Achievement Record (HEAR) Synopsis

This programme combine a focused business education with a specialism in the field of marketing, equipping students with the knowledge and skills for a successful career in either marketing or business management. Successful completion of the programme requires students to be independent, analytical and critical. It requires them to work effectively within diverse teams and demonstrate strong information literacy, a spirit of enquiry and to be reflective in practice. It also requires a broad theoretical and practical knowledge of both business management and marketing and of the complex business environment within which these functions operate.

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.

Part E: Regulations

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