



PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	University of the West of England
Teaching Institution	University of the West of England International University, Vietnam
Delivery Location	University of the West of England International University, Vietnam
Study abroad / Exchange / Credit recognition	No
Faculty responsible for programme	Faculty of Business and Law
Department responsible for programme	Business and Management
Professional Statutory or Regulatory Body Links	None
Highest Award Title	BA (Hons) Business Management with Marketing
Default Award Title	None
Interim Award Titles	None
UWE Progression Route	N/A
Mode of Delivery	Full-time
ISIS code/s	N1NW N1NW13 (FT) N1NY12 (IU)
For implementation from	September 2019

Part 2: Description

This programme offers students a flexible, contemporary and integrated business and management education with a specialism in marketing covering a wide range of perspectives, principles, practices and contemporary issues.

The curriculum challenges students in their ways of thinking, behaving and learning, covering critical business issues of change and complexity, ethics & ethical decision-making, sustainability and global citizenship within their disciplinary context. Students will also have the opportunity to study modules focused on a range of aspects of marketing. Student learning is grounded in the external context wherever appropriate through, for example, external speakers, assessment that provides opportunities for students to test out concepts in practice and incorporation of reflections on own experience of organisations.

Student achievement is supported by support for academic and professional development that both facilitates the transition into higher education and which underpins employability and lifelong learning.

The programme aims to enable students to:

- acquire a critical understanding of organisations, their management, the marketing function and the changing external environment in which they operate;
- be equipped with the employability attributes and skills necessary for a career in marketing or business management;
- develop an analytical and enquiring approach to addressing marketing and business problems to draw considered and appropriate conclusions which can be communicated effectively in a variety of forms;
- acquire 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

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

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.

Regulations

Approved to [University Regulations and Procedures](#)

Part 3: Learning Outcomes of the Programme

Learning Outcomes:	Business Project	Enterprise Project	Academic & Professional Development	Business Strategy	Managing Organisational Change	Integrated Business Simulation	OPTION MODULES (S1)	OPTION MODULES (S2)
A) Knowledge and understanding of:								
The global business environment				√		√		
Key functional areas of business and management business areas, such as marketing, accounting, human resources, strategy and operations management	√	√		√	√	√		
How aspects of business and management interrelate and affect overall organisational performance					√	√		
Current issues and priorities in contemporary management including entrepreneurship, change management and sustainability, ethics and corporate social responsibility	√	√		√	√			
Specialist knowledge of marketing and marketing management	√	√					√	√
(B) Intellectual Skills								
Identify and analyse business and management problems utilizing appropriate concepts, models and frameworks.	√	√	√	√	√	√	√	√
Ability to gather, critically evaluate and apply information, data and evidence from a range of resources.	√	√	√	√	√	√	√	√
Analysis and critical thinking skills to develop informed arguments and propose evidence-based recommendations in defined contexts.	√	√	√	√	√	√	√	√
Ability to express ideas and solutions to problems fluently in a manner appropriate to the needs of diverse audiences and in a variety of formats	√	√	√	√	√	√	√	√
Design, execute and evaluate ethical research into business and management issues	√	√						

Part 3: Learning Outcomes of the Programme

	Business Project	Enterprise Project	Academic & Professional Development	Business Strategy	Managing Organisational Change	Integrated Business Simulation	OPTION MODULES (S1)	OPTION MODULES (S2)
(C) Subject/Professional/Practical Skills								
Effective use of a range of ICT tools	√	√	√	√	√	√	√	√
Work effectively as a member of a team to achieve goals within time constraints and utilizing the contributions of individual group members.			√			√		
Ability to recognize and address a range of ethical dilemmas, applying the principles of ethical management to a range of situations and choices.				√	√	√		
(D) Transferable skills and other attributes								
Self-awareness and reflectivity in practice	√	√	√	√	√	√	√	√
Ability to articulate and apply knowledge and skills gained during their studies to support their ongoing personal development			√					
Ability to apply the principles of ethical management.				√	√			
Understanding of the value of diversity and global in outlook			√					

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	⌋ φ	Compulsory Modules	Optional Modules	Interim Awards
		UMCD9Q-30-3 Enterprise Project OR UMCDFS-30-3 Business Project (All projects must be in the field of International Business) UMSDQ5-15-3 Business Strategy UMODML-15-3 Managing Organisational Change UMSDMK-15-3 Integrated Business Management Simulation UMCDQ3-15-3 Academic and Professional Development	Two options should be selected up to a maximum value of 30 credits. <i>(subject to availability and alteration)</i> UMKD6R-15-3 Marketing Services UMKD6Q-15-3 Global Marketing Management UMKD75-15-3 Events and Festivals Management	NONE

Part time:

No part-time route is offered for this course

Part 5: Entry Requirements

Entry to this programme is normally based on the satisfactory completion of appropriate externally-validated prior study equivalent to FHEQ levels 4 and 5 of a suitable credit volume in a related subject area which enables applicants to have achieved the prerequisite knowledge and academic competence required for level six study in business and management.

This prior study may include, but is not limited to:

- Successful completion of a foundation degree in business, management or a related discipline

Part 5: Entry Requirements

- Successful completion of a Higher National Diploma in business, management or a related discipline
- Successful completion of prior study at least equivalent to 240 credits at a level commensurate with FHEQ levels four and five (subject to individual assessment of prior learning and/or prior qualification mapping)

International students seeking require IELTS with 6.0 in all components or an overall band score of 6.5 or above.

Entry to the top up programmes delivered at International University, Vietnam is through successful completion of the first three years of the BA Business and Management programme at IU.

Part 6: Reference Points and Benchmarks[QAA UK Quality Code for HE](#)

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

[AACSB Accreditation Standards](#)[Strategy 2020](#)[University policies](#)

UWE Charter

Faculty strategies and policies:

- Faculty Vision and Mission
- FBL international strategy

Staff research projects

Where 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

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First CAP Approval Date	UVP 10 July 2018 link to RIA			
Revision ASCQ Approval Date	SUVP 16/07/19	Version	2	Link to RIA
Next Periodic Curriculum Review due date				
Date of last Periodic Curriculum Review				