



SECTION 1: KEY PROGRAMME DETAILS

PART A: PROGRAMME INFORMATION	
Highest Award	BA (Hons) Business Management with Marketing
Awarding Institution	UWE Bristol
Teaching Institution	UWE Bristol
Delivery Location	Frenchay Campus
Study Abroad / Exchange / Credit Recognition	Placement X Sandwich Year X Credit Recognition X Year Abroad X
Faculty Responsible For Programme	Faculty of Business & Law
Department Responsible For Programme	FBL Dept of Business & Management
Apprenticeships	
Mode of Delivery	Full-time
ENTRY REQUIREMENTS	UCAS Tariff Points: For the current entry requirements see the UWE public website.
For Implementation From	1 Sep 2019
ISIS Code/s	Programme Code N1NW13-SEP-FT-FR-N1NW Other codes: JACS Business & administrative studies HECoS 100000: Undefined UCAS SLC

SECTION 2: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES	
1. (Programme) Overview (c. 400 words)	
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.	
2. Educational Aims (c. 4-6 aims)	
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 and ethical decision-making, sustainability and global citizenship	
Work with academic theory in practice	
3. Programme and Stage Learning Outcomes (c. 6-8 outcomes)	
Programme (Learning) Outcomes (POs)	
Knowledge and Understanding	
A1	The global business environment
A2	Key functional areas of business and management business areas, such as marketing, accounting, human resources, strategy and operations management
A3	How aspects of business and management interrelate and affect overall organisational performance
A4	Current issues and priorities in contemporary management including entrepreneurship, change management and sustainability, ethics and corporate social responsibility
A5	Specialist knowledge of marketing and marketing management
Intellectual Skills	
B1	Identify and analyse business and management problems utilising appropriate concepts, models and frameworks
B2	Ability to gather, critically evaluate and apply information, data and evidence from a range of resources
B3	Analysis and critical thinking skills to develop informed arguments and propose evidence-based recommendations in defined contexts
B4	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
B5	Design, execute and evaluate ethical research into business and management issues

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES**Subject/Professional Practice Skills**

- C1 Effective use of a range of ICT tools
- C2 Work effectively as a member of a team to achieve goals within time constraints and utilising the contributions of individual group members
- C3 Ability to recognise and address a range of ethical dilemmas, applying the principles of ethical management to a range of situations and choices

Transferable Skills and other attributes

- D1 Self-awareness and reflectivity in practice
- D2 Ability to articulate and apply knowledge and skills gained during their studies to support their ongoing personal development
- D3 Ability to apply the principles of ethical management
- D4 Understanding of the value of diversity and global in outlook

PART B: Programme Structure**1. Structure****Year 1****Year 1 Compulsory Modules**

Code	Module Title	Credit	Type
UMCDQ3-15-3	Academic and Professional Development 2020-21	15	Compulsory
UMSDQ5-15-3	Business Strategy 2020-21	15	Compulsory
UMSDMK-15-3	Integrated Business Management Simulation 2020-21	15	Compulsory
UMODML-15-3	Managing Organisational Change 2020-21	15	Compulsory

Year 1 Compulsory Modules Choice

Students must choose one of the following modules:

All projects must be in the field of International Business

Code	Module Title	Credit	Type
UMCDFS-30-3	Business Project 2020-21	30	Optional
UMCD9Q-30-3	Enterprise Project 2020-21	30	Optional

Year 1 Optional Modules

Two options should be selected up to a maximum value of 30 credits

Code	Module Title	Credit	Type
UMKDCA-15-3	Brand Management 2020-21	15	Optional
UMKDMQ-15-3	Digital Marketing Communication 2020-21	15	Optional
UMSD4T-15-3	Doing Business in Asia 2020-21	15	Optional
UMKD75-15-3	Events and Festivals Management 2020-21	15	Optional
UMKD6Q-15-3	Global Marketing Management 2020-21	15	Optional
UMKDSA-15-3	International Marketing Communications 2020-21	15	Optional
UMKDR9-15-3	Managing Tourism Experiences 2020-21	15	Optional
UMKD6R-15-3	Marketing Services and the Customer Experience 2020-21	15	Optional
UMKD6V-15-3	Public Relations 2020-21	15	Optional
UMKDNY-15-3	Retail Marketing and Management 2020-21	15	Optional
UMSD89-15-3	Virtual Business 2020-21	15	Optional

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

PART C: Higher Education Achievement Record (HEAR) Synopsis

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

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

PART E: REGULATIONS

Approved to University Regulations and Procedures