



Programme Specification

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

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Section 1: Key Programme Details

Part A: Programme Information

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

Highest award: BA (Hons) Business Management with Marketing

Awarding institution: UWE Bristol

Teaching institutions: UWE Bristol

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 2019

Programme code: N1NW13

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: 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.

Features of the programme:

Educational 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

Programme Learning Outcomes:

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

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

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

Assessment strategy: The assessment strategy has been designed to test the programme learning outcomes.

Student support:

Part B: Programme Structure

Year 1

The student must take 120 credits from the modules in Year 1.

Year 1 Compulsory Modules

The student must take 60 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UMCDQ3-15-3	Academic and Professional Development 2025-26	15
UMSDQ5-15-3	Business Strategy 2025-26	15
UMSDMK-15-3	Integrated Business Management Simulation 2025-26	15
UMODML-15-3	Managing Organisational Change 2025-26	15

Year 1 Compulsory Modules Project Choice

The student must take 30 credits from the modules in Compulsory Modules Project Choice.

The Enterprise Project (UMCD9Q-30-3) modules is a barred combination with both the Business Project In Theory (UMCDVE-15-3) and the Business Project (UMCDVF-15-3) modules.

The Business Project in Theory (UMCDVE-15-3) module is a co-requisite to the Business Project (UMCDVF-15-3) module.

All projects must be in the field of International Business

Module Code	Module Title	Credit
UMCDVF-15-3	Business Project 2025-26	15
UMCDVE-15-3	Business Project in Theory 2025-26	15
UMCD9Q-30-3	Enterprise Project 2025-26	30

Year 1 Optional Modules

The student must take 30 credits from the modules in Optional Modules.

Module Code	Module Title	Credit
UMKDCA-15-3	Brand Management 2025-26	15
UMKD75-15-3	Events and Festivals Management 2025-26	15
UMKDSA-15-3	International Marketing Communications 2025-26	15
UMKDR9-15-3	Managing Tourism Experiences 2025-26	15
UMKD6R-15-3	Marketing Services and the Customer Experience 2025-26	15
UMKD6V-15-3	Public Relations 2025-26	15
UMKDNY-15-3	Retail Marketing and Management 2025-26	15
UMSD89-15-3	Virtual Business 2025-26	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

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.