

## Programme Specification

### Section 1: Basic Data

<b>Awarding institution/body</b>	University of the West of England
<b>Teaching institution</b>	University of the West of England
<b>Faculty responsible for programme</b>	Faculty of Business and Law
<b>Programme accredited by</b>	N/A
<b>Highest award title</b>	BA (Hons) Business Management (Sandwich) BA (Hons) Business Management (Full-time)
<b>Default award title</b>	
<b>Interim award title</b>	BA Business Management DipHE Business Management CertHE Business Management
<b>Modular Scheme title (if different)</b>	N/A
<b>UCAS code (or other coding system if relevant)</b>	N200
<b>Relevant QAA subject benchmarking group(s)</b>	Business and Management
<b>On-going/valid until* (*delete as appropriate/insert end date)</b>	On-going
<b>Valid from (insert date if appropriate)</b>	September 1 <sup>st</sup> 2012
<b>Authorised by...</b>	<b>Date:...</b>
<b>Version Code</b>	
2	

*For coding purposes, a numerical sequence (1, 2, 3 etc.) should be used for successive programme specifications where 2 replaces 1, and where there are no concurrent specifications. A sequential decimal numbering (1.1; 1.2, 2.1; 2.2 etc) should be used where there are different and concurrent programme specifications*

## **Section 2: Educational aims of the programme**

The BA (Hons) Business Management has been designed to provide a comprehensive business education, with a focused specialist management route running throughout the programme. The programme progresses from basic disciplines through functional areas to integrated specialised subjects within the area of management. The objective is to provide students with the opportunity to analyse and evaluate business organisations and to understand the way in which they operate. In addition students are required to identify and analyse business problems and evaluate alternative solutions. This work is set against a background of the environment in which management operates. The discipline of management is developed through a focus on three key areas: the management of people, the management of resources and the management of activities. There is a strong focus on the development of management skills and competencies, which reflect a commitment to both the development of practical management skills, and the development of the theory of management which underpins these.

The BA (Hons) Business Management complements our main general business and management programme the BA (Hons) Business Studies (BABS) which is characterised by higher levels of flexibility and choice. BABS is aimed at students who wish to pursue other specialist pathways such as HRM, Economics, Marketing or Accounting and Finance, which are only available within this programme, or wish to study a more diverse set of electives. It is also appropriate for students who are less sure of which aspect of business and management they wish to study on entry to the programme. The BA (Hons) Business Management then is a focused specialist programme of study for students who wish to pursue a management career, and develop the necessary skills and knowledge in that field of study.

The programme aims to enable students to:

1. Study organisations, their management and the changing external environment in which they operate.
2. Develop their theoretical and critical knowledge of management as a discipline.
3. Develop their management skills and capabilities.
4. Identify and analyse business problems, and evaluate alternative solutions.
5. Study, analyse and critique complex theoretical debates, and apply to both work-based experience and case studies.
6. Prepare for a career in management.
7. Experience and reflect on working in an organisation, either through the placement experience or through organisation work prior to and during the course.
8. Contribute to society at large by enhancing life-long learning skills and personal development.

### Section 3: Learning outcomes of the programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the areas indicated below.

#### (A) Knowledge and understanding

Learning outcomes	Teaching, Learning and Assessment Strategies
<p><b>(A) Knowledge and understanding of:</b> On completion of the programme students will have developed an understanding of a complex body of knowledge, some of it at the current boundaries of the disciplines, in the areas of:</p> <ol style="list-style-type: none"> <li>1. The global business environment</li> <li>2. The nature of markets and customers and the role of marketing.</li> <li>3. The use of accounting and the sources, uses and management of finance.</li> <li>4. The nature of organisations, work and management.</li> <li>5. The management and development of people</li> <li>6. The management of resources and operations</li> <li>7. The management of information systems and use of communication and information technology</li> </ol>	<p><b>Teaching/learning methods and strategies:</b> <i>Knowledge and understanding is acquired through a range of core and optional modules at levels 1, 2 and 3. Core modules make a primary contribution to one or more knowledge and understanding outcomes as indicated below but most modules make additional contributions which are identified separately in the module specifications. All modules use a range of learning approaches including lectures, seminars, workshops, group work, reflective practice, cases studies and exercises. Throughout, the learner is encouraged to undertake independent reading both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject. The <b>primary contributions of the core modules</b> are identified below.</i></p> <p><i>Acquisition of 1 is by the core modules the Global Business Context (BIM) (L1), and Strategic Management(BIM) (L3)</i></p> <p><i>Acquisition of 2 is through the core module Marketing (L2)</i></p> <p><i>Acquisition of 3 is by the core modules Understanding Financial Information (BIM) (L1) and Accounting Information for Business (L2)</i></p> <p><i>Acquisition of 4 is by the core modules Management and Organisational Behaviour (L1), The Political Economy of Work (BIM) (L1), Human Resource Management (BIM) (L2), Organisation Studies (BIM) (L2), Developing Management Capabilities (L2) and Managing Change (L3).</i></p> <p><i>Acquisition of 5 is through cores modules Management and Organisational Behaviour (BIM) (L1), Human Resource Management (BIM) and Organisational Leadership (L3).</i></p> <p><i>Acquisition of 6 is provided by the core modules Competing through Operations (L2) and Strategic Management (BIM) (L3)</i></p> <p><i>Acquisition of 7 is provided by the core modules Business Information Systems Management (BIM) (L1) and Competing through Operations (BIM) (L2)</i></p> <p><i>Acquisition of 8 is provided by the core modules Organisation Studies (L2) and Strategic</i></p>

<p>8. Business policy and strategy</p> <p>9. Quantitative methods for managerial applications.</p> <p>10. Business and management research</p>	<p><i>Management (L3).</i></p> <p><i>Acquisition of 9 is provided by the core module Business Statistics and Decision Making (L1)</i></p> <p><i>Acquisition of 10 is provided by the core modules Independent Study Project (ISP) (L3) or Developing Business Knowledge (Developing Business Knowledge (BIM) (L3)</i></p> <p><b>Assessment:</b>  <i>Testing of the knowledge base is through a range of formative and summative assessment approaches including coursework (learning outcomes 1-9), oral presentation (learning outcomes 1-9), tasks undertaken under examination conditions (learning outcomes 1-10), and project/dissertation (10).</i></p>
------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**(B) Intellectual Skills**

**Learning outcomes**

**Teaching, learning and assessment strategies**

<p><b>(B) Intellectual Skills</b>  On completion of the programme students will be able to:</p> <ol style="list-style-type: none"> <li>1. Gather and critically evaluate evidence and information from a range of sources.</li> <li>2. Identify and analyse business problems in a range of contexts using appropriate concepts and frameworks.</li> <li>3. Draw conclusions, develop judgements, create and evaluate alternative solutions and make decisions on their application.</li> <li>4. Apply these skills in a range of complex and unpredictable contexts.</li> </ol>	<p><b>Teaching/learning methods and strategies</b></p> <p><i>Intellectual skills are developed at levels 1,2 and 3 through a range of learning approaches including lectures, seminars, workshops, group work, cases studies, projects, exercises and I.T. based activities.</i></p> <p><b>Assessment</b>  <i>A variety of formative and summative assessment methods is employed to demonstrate the acquisition of intellectual skills. These include reflective essays, learning diaries, management reports, presentations, tests, case studies, and examinations.</i></p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**(C) Subject, Professional and Practical Skills**

**Learning outcomes**

**Teaching, learning and assessment strategies**

<b>(C) Subject/Professional/Practical Skills</b>	<b>Teaching/learning methods and strategies</b>
<p>On completion of the programme students will be able to:</p> <ol style="list-style-type: none"> <li>1. Carry out a business and management research programme</li> <li>2. Write management reports</li> <li>3. Contribute effectively to group projects</li> <li>4. Deliver presentations</li> <li>5. Select and use subject specific tools and techniques</li> </ol>	<p><b>Teaching/learning methods and strategies</b></p> <p><i>1 is achieved through the level 3 Independent Study Project or Developing Business Knowledge (BIM) programme but is underpinned by a range of smaller research activities at levels 1 and 2</i></p> <p><i>2 is achieved in all core standard modules at levels 1, 2 and 3</i></p> <p><i>3 is achieved through Management and Organisational Behaviour (BIM) and The Political Economy of Work (BIM) at level 1, Marketing (BIM) at level 2 and Organisation Studies at level 2.</i></p> <p><i>4 is achieved through Management and Organisational Behaviour (BIM) and the Political Economy of Work (BIM) at level 1, and Developing Management Capabilities at level 2.</i></p> <p><i>4 is achieved through Understanding Financial Information and Business Information Systems Management (L1), Human Resource Management (BIM) (L2), Accounting Information for Business (L2), Competing through Operations (BIM) (L2) Marketing (BIM) (L2), Organisation Studies (L2)and Strategic Management(BIM) (L3)</i></p> <p><b>Assessment</b></p> <p><i>Skill 1 is primarily assessed by dissertation</i></p> <p><i>Skill 2 is primarily assessed through coursework reports</i></p> <p><i>Skill 3 is primarily assessed through coursework seminar presentations</i></p> <p><i>Skill 4 is primarily assessed through course work reports and exercises and examinations in all modules</i></p>

**(D)Transferable Skills and other attributes**

**Learning outcomes**

**Teaching, learning and assessment strategies**

<b>(D) Transferable skills and other attributes</b>	<b>Teaching/learning methods and strategies</b>
<p>On completion of the programme students will be able to :</p> <ol style="list-style-type: none"> <li>1. Work effectively alone.</li> <li>2. Work effectively in groups.</li> <li>3. Present, discuss and defend ideas concepts and views through formal and informal written and spoken languages.</li> <li>4. Extract, process and present numerical information for a given purpose.</li> <li>5. Use information technology.</li> <li>6. Manage own time and workload.</li> <li>7. Take responsibility for own learning.</li> <li>8. Reflect on own performance and respond positively to feedback.</li> <li>9. Transfer knowledge and skills across different settings.</li> </ol>	<p><i>Transferable skills are developed through an integrated programme of learning, which is built into all compulsory modules at levels 1, 2 and 3 and the work placement. However they are a particular feature of the level 2 module Developing Management Capabilities.</i></p> <p><i>Skills 1, 2, 3, 4, 5, 6,7, 8 and 9 are developed in all compulsory modules.</i></p> <p><i>Skills 1,3,6, 7,8 are given particular emphasis in the ISP and Developing Business Knowledge (BIM) (L3) modules</i></p> <p><i>Skill 2 is given particular emphasis in Management and Organisation Behaviour(BIM) (L1) and The Political Economy of Work (BIM) (L1).</i></p> <p><i>Skill 4 is given particular emphasis in Business Statistics for Decision Making and Understanding Financial Information (L1) and Accounting Information for Business (L2).</i></p> <p><i>Skill 5 is given particular emphasis in Business Information Systems Management(BIM) (L1), although its application pervades all modules.</i></p> <p><i>Skill 9 is given particular emphasis in Organisation Studies (L2), Strategic Management (BIM) (L3) and ISP and Developing Business Knowledge (BIM) (L3)</i></p> <p><i>Skills 1,2,3,6,8,9 are given particular emphasis in the work placement</i></p> <p><b>Assessment</b></p> <p><i>Assessment of transferable skills is accomplished through a range of methods which include written individual and group coursework, peer assessment, employer assessment (for sandwich students), self-assessment, tests, presentations, examinations, dissertations</i></p> <p><i>All skills are assessed in the compulsory modules at level 3</i></p>

<b>Section 4: Programme structure</b>				
ENTRY ↓	<b>level 1</b>	<b>Compulsory Modules</b> Global Business Context (BIM) UMED7A-20-1 Management and Organisational Behaviour (BIM) UMOCA8-20-1 Understanding Financial Information (BIM) UMAC33-20-1 Business Information Systems Management (BIM) UMMC95-20-1 Business Statistics and Decision Making UFMEEQ-20-1 The Political Economy of Work (BIM) UMPC4V-20-1	<b>Optional modules</b>  No optional modules are available at level 1	<b>Interim Awards:</b>  <b>CertHE Business Management</b> Credit requirements: 120 at the appropriate level  <b>Progression:</b> To progress from Level 1 to Level 2 a student would normally be required to have a minimum of 80 credits at Level 1.
	<b>level 2</b>	<b>Compulsory modules</b> Accounting Information for Business UMAD3Y-20-2 Marketing (BIM) UMKC7Q-20-2 Organisation Studies: Experiencing Organisations UMCCMN-20-2 Developing Management Capabilities UMOCMP-20-2 Human Resource Management (BIM) UMPCNM-20-2 Competing through Operations (BIM) UMMD39-20-2	<b>Optional modules</b>  No optional modules are available at level 2	<b>Interim Awards:</b>  <b>DipHE Business Management</b> Credit requirements: 240 at the appropriate level  <b>Progression:</b> To progress from level 2 to the placement year a student would normally be required to have 120 credits at Level 1 and a minimum of 100 credits at Level 2.
	<b>Year out</b>	Students are encouraged to undertake a work placement of at least 40 weeks. Placement credits will be awarded for successful completion of the placement, which are necessary for the sandwich award title. The assessment of the placement will include a report from the employer and a self-assessment by the student.		
	<b>level 3</b>	<b>Compulsory modules</b> Strategic Management (BIM) UMSCC3-20-3 Organisational Leadership UMOCMK-20-3 Managing Change UMOCAB-20-3  Independent Study Project* or Developing Business Knowledge (BIM) UMSCC8-20-3 or Business Project UMCD5-40-3	<b>Optional modules</b>  One module should be selected from a specified list (**please see list below)	<b>Prerequisite requirements</b>  200 credits at the appropriate level  <b>Awards:</b> Target/highest title: BA (Hons) Business Management (sandwich) BA (Hons) Business Management (full-time) Default title: BA Business Management  <b>Credit requirements</b> BA (Hons): 360 credits at the appropriate levels BA: 300 - 340 credits at the appropriate levels

→ GRADUATION

**\*The Independent Study Project is only available to students on the sandwich route.**

\*\* Student select one 20 credit option module from the following

International Business in the Emerging Markets	UMSCC6-20-3
International Human Resource Management	UMPCNQ-20-3
International Marketing Management	UMKC7V-20-3
Project Management	UMMC9L-20-3
Human Resource Development and Knowledge Management	UMPD43-20-3



## **Section 5: Entry requirements**

### **Entry at Level 1**

GCSE in Maths and English (Grade C or higher)

And

Tariff points 300 in any subject excluding General Studies.

Or

EDEXCEL Diploma (Final year): 6 merits or 4 distinctions and 2 Merits.

Or

Approved Access route

Or

Baccalaureate: EB: 70% or IB: 26 points

Or

Irish Highers: BBB-BBBB

### **Entry at levels 2 and 3**

The programme supports direct entry at level 2 and 3 using AL and AEL processes where appropriate.

If English is not the students first language, test results such as IELTS 6.0 in all elements, TOEFL 570 (or 230 if computer test, NEAB or Cambridge Proficiency grade C are required.

## **Section 6: Assessment Regulations**

All assessment is governed by the University's current Academic Regulations and Procedures

## **Section 7: Student learning: distinctive features and support**

Management encompasses the various processes procedures and practices for effective management of organisations. It includes theories, models, frameworks, tasks and roles of management together with rational analysis and other processes of decision making within organisations and in relation to the external environment. The type of students that would be particularly suited to this programme are; mature students, students who have identified their career path at an early stage and, students who have a strong interest in specialist aspects of management. The programme is positioned against the BA (Hons) Business Studies Full Time (FT) and Sandwich (SW) routes. The programmes can be clearly differentiated as follows:

### *A) BA (Hons) Business Studies*

This programme is suitable for those students who wish to complete a comprehensive business education, obtain a widely recognised qualification and who may wish to embark on a business and management career but also wish to retain maximum flexibility in some aspects of their studies or pursue interests in a wide range of subjects. The 3 year FT and 4 year SW (placement) routes both contain a wide choice of optional subjects or subject pathways including in accounting and finance, economics, marketing, and human resource management.

### *B) BA (Hons) Business Management*

This programme is suitable for students who wish to complete a comprehensive business education, who will probably seek to embark on a business or management career and who are sufficiently certain of their subject interests to forego some elements of choice offered by other programmes in order to study management as a specialist focus of their study. The FT and SW (placement) routes are available together with the opportunity to specialise in the study of management and in particular the management of people, organisational behaviour, the development of management capabilities, leadership and the management of change. A limited choice of electives is offered at level 3 only and students can study in FT mode only. Normally students may only readily transfer into and out of the programme prior to the commencement of level 2.

Whilst the BA (Hons) Business Management does share a number of compulsory modules with the BA (Hons) Business Studies it is clearly differentiated through 4 alternative compulsory modules, of which 2 are unique to the BA (Hons) Business Management programme; an optional module at level 3 which is selected from a group of modules chosen explicitly to support the management ethos of the programmes; and the dissertation module (either Developing Business Knowledge or the ISP) which must be completed on a management topic.

This programme is designed in support of the Teaching, Learning and Assessment Strategy of the Business School, which has five key strands. They are:

1. The development of autonomous learners.
2. Provision of learning opportunities, which are personally and professionally relevant and quality assured.
3. The maintenance of a supportive learning environment.
4. The promotion of the scholarship of teaching.
5. The provision of continuing professional development opportunities for all staff within a culture of reflective practice.

## **CURRICULUM DESIGN CONTENT AND ORGANISATION**

The programme is delivered within a modular scheme, which allows credit accumulation and flexibility in the student learning process. This programme framework enables students to enter the programme at level two from BA (Hons) Business Studies and BA (Hons) Business Studies with HRM. Students are also able to transfer into those programmes at level 2 from BA (Hons) Business Management.

The BBS undergraduate provision is organised around 20 credit modules, with the exception of the final year where the dissertation based modules (either ISP or Developing Business Knowledge) are 40 credits. Therefore, students study 6 modules at Levels 1 and 2, and 5 modules at Level 3. The modules are taught as 'long thin' modules. This means that they are taught across the whole of the academic year, teaching periods one and two, with examinations in teaching period three. The programme is organised within and between each of the three levels, where it is designed to provide a coherent set of modules at each level and to allow students to develop and progress through each level; in relation to knowledge and understanding, cognitive, subject-specific and study skills.

Level one provides students with a general management foundation to enable them to develop the skills and underpinning disciplinary areas for subsequent years of study.

Level two focuses on both the key functional areas of management and in addition develops the students' practical management skills through the module Developing Management Capabilities. Level two further develops the knowledge of the discipline of management through the module Organisation Studies.

All modules at levels 1 and 2 are compulsory to ensure that students have a deep knowledge and competency in both the discipline of management and the skills for management.

Level three has been designed to integrate the academic knowledge gained in the first two years of study to enable students to gain a deep understanding of the inter-disciplinary nature of management. Students also study two specialised management modules, Managing Change and Organisational Leadership. In addition students have one optional module to select, from a specified list of modules, which focus on specific areas of interest, pervasive and contemporary issues in management. The optional module allows level three students to develop a deep understanding of the area of management in which they have a specialist interest.

Teaching contact is designed to reflect the change in students from dependent to interdependent through to independent learners. As such a typical level one module would be delivered through a lecture and a workshop each week. At level two you would expect to find a greater variation of delivery patterns with some fortnightly workshops, and structured student activities to support their learning. At level three there is a greater emphasis on independence and as such the patterns of delivery tend to reflect this through a smaller amount of workshop contact, but an increasing amount of individual supervision sessions. On some level three modules students are also expected to provide portfolios of their work and development throughout the year.

## **TEACHING, LEARNING AND ASSESSMENT**

The teaching, learning and assessment strategy of the Faculty of Business and Law (and its collaborating faculties) encourages students to take responsibility for aspects of their learning and staff to take responsibility for facilitating that learning. The balance of student and staff responsibility varies according to individual student profiles, academic level and according to the nature of the learning outcomes the students are expected to meet. Ultimately, the aim of this programme is to enable students to progress to a high level of autonomy in learning and thus engender life long learning within a socially inclusive environment.

To achieve this, a variety of learning approaches has been integrated throughout the programme with an

overall emphasis on active student participation. Guided learning (including lectures, tutorials, seminars, workshops, visiting speakers, organisational visits, on-line and networked learning, electronic workshops and conferencing, case studies), group learning and independent learning are used throughout the programme with the level of independence increasing as the student moves from level one to level three. In the majority of modules at all levels teaching contact accounts for less than 25% of the student learning hours associated with the module.

Subject specific, professional and transferable skills are developed in skill-based sessions in identified modules i.e. spreadsheets in Understanding Financial Information, presentation skills in Developing Management Capabilities, using the internet in Business Information Systems Management, team work and negotiation in Management and Organisational Behaviour, research skills in Developing Business Knowledge and the Independent Study Project. In other modules these skills may be practised further or assessed.

The teaching and learning methods used in the programme intend to challenge the existing perspectives of the students and encourage creative thinking. Thus many of the approaches used, including those that are case based, set concepts and problems in a wide range of contexts to add depth and complexity and to ensure an applied focus. Group learning approaches also challenge students in a number of ways.

Teaching is based on research literature, professional experience and significant use of debate and discussion. Through didactic pedagogy students are challenged to defend their thinking. The final year dissertation modules allow students to explore a substantial issue utilising appropriate concepts, frameworks and methodologies in a highly independent manner.

We encourage all students to undertake a work placement of 40 weeks or more as this provides a rich process in which the student can reassess themselves and confront the challenges of carrying out a role in a new organisation whilst knowing that they will have the opportunity to be supported if there is a problem and that they will be returning to the programme for a further period of reflection and learning after the placement is completed. Students who have prior work experience or a clear rationale for pursuing a 3 year full time programme will be able to. We normally expect students without any previous or current work experience to complete the sandwich route.

Assessment is an integral part of the teaching and learning process. The range of assessments indicated have been incorporated to:

- test the students' ability to integrate concepts theories and practice;
- ascertain their learning strengths and weaknesses and continuing development needs;
- expose students to a variety of assessment methods in order to promote the growth of their life-long learning skills.

The faculty supports the University Academic Regulations and Procedures and its requirement for controlled conditions to apply to part of the assessment of every module. Forms of assessment commonly used in controlled and non-controlled conditions assessment are: invigilated timed assignments including examinations, presentations, in-class tests, self and peer assessments, individual and group projects and supervised mini-projects, dissertations, and employer and self-assessment of the placement.

## **LEARNING RESOURCES**

All modules have teaching/learning resource booklets and most have set texts. Additional support is provided through library and ICT facilities. Increasingly courses are supported by web based facilities. The current provision is through Blackboard. Students will be directed towards the University Library online Study Skills resources for the development of skills appropriate to the level and style of the module. Students will be directed on how the resources on this site should be used to develop the skills that will underpin their studies in the module handbook and/or via Blackboard

## **STUDENT SUPPORT AND GUIDANCE**

Student support is provided by academic staff, usually module leaders, for all issues relating to the content and delivery of the module. The Student Advice Centre provides timely, accurate and confidential advice where necessary on all aspects of the provision including that relating to fees, assessment arrangements, extenuating circumstances procedures, option choice, timetabling, examination and progression counselling and so on, as well as where and how to access the support provided by the University. Additional support and guidance is provided by Programme Managers who are also responsible for ensuring the collection of and response to student feedback using student representatives and Programme Student Staff Liaison Groups. The faculty has a leader of Widening Participation, Disability and Schools Liaison who oversees the development and implementation of faculty policy concerning widening participation, SENDA and other student support and guidance issues.

The Business School Placements Office acts as a recruitment service for employers. It also provides extensive support for students in preparation for, as well as throughout, their industry placement period. Further support is provided through the UG administration team, the admissions office, the international office, the Students Union, UWE Careers and the university's counselling provision. International students have the support of the university's Global Support department and a dedicated induction week. In addition, the faculty offers specific induction sessions for international direct and UK entrants, they are also sent specific literature to assist with their study.

All students have a formal induction week. The student induction process, as well as socialising students to university life, provides them with the information to access any support that they may require during their study at UWE. A student handbook documents this for students, as does the student advice centre website. There is a range of central services offered to students.

## Section 8 Reference points/benchmarks

Four key influences have informed the design of this award:

1. The University's mission statement
2. Refinement of a comprehensive and complementary undergraduate curriculum
3. The QAA general business and management benchmark statements
4. The SEEC (Southern England Consortium for Credit Accumulation and Transfer) Credit Level Descriptors 2001

### 1. The University's Mission Statement

This award reflects the spirit of the university's mission to "advance an inclusive, civilised and democratic society and its enrichment through education, research, consultancy and public service." ([www.uwe.ac.uk/vision](http://www.uwe.ac.uk/vision)) The award meets the university's stated aspirations of:

**Promoting educational opportunity**, - through entry onto the programme and also the encouragement of AL and AEL processes where appropriate.

**Exciting and enabling students to shape and enjoy a first class educational and social experience which enlarges the mind**, - through the academic content of the modules as well as providing the opportunity to spend a year on a work placement

**Command an exceptionally high reputation amongst employers**, - through both the work placement and the high achievements of graduate degree classifications from the BABS award, students are exceptionally well placed for management and professional positions on graduation.

**Emphasise the importance of values, the pursuit and utility of knowledge, and the advancement of culture**, - through specific academic input at levels 1,2 and 3 and the students' working environment and resources both here in Bristol and whilst on their placement.

### 2. Refinement of a Comprehensive and Complementary Undergraduate Curriculum

The general award of BA (Hons) Business Studies is enhanced by offering a further general programme with a clearly defined and focused curriculum for students wishing to pursue a career in management. The BA (Hons) Business Management is designed to provide academic knowledge in the area of business and management and to enhance students' management skills. This programme offers a focused and complimentary alternative to the current general programmes.

### 3. The QAA general business and management benchmark statements

The proposed award does purport to achieve these benchmark statements in full.

### 4. The SEEC (Southern England Consortium for Credit Accumulation and Transfer) Credit Level Descriptors 2001

The proposed award, in common with all undergraduate provision in the Business School conforms with the credit level descriptors

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications. These are available on the University Intranet.

Programme monitoring and review may lead to changes to approved programmes. There may be a time lag between approval of such changes/modifications and their incorporation into an authorised programme specification. Enquiries about any recent changes to the programme made since this specification was authorised should be made to the relevant Faculty Administrator.

Additional sources of information can be found in the student prospectus, the student handbook, the programme specific definitive document, the BBS modular options booklet and the QAA student handbook.