



Programme Specification

Business Management [NEU]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Business Management [NEU]

Highest award: MSc Business Management

Interim award: PGCert Business Management

Interim award: PGDip Business Management

Awarding institution: UWE Bristol

Affiliated institutions: National Economics University Vietnam

Teaching institutions: National Economics 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: N20H12

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: The MSc Business Management is designed to prepare future professionals with the skills, knowledge, and mindset required to thrive in today's fast-evolving global business landscape. The comprehensive curriculum covers core areas such as strategy, finance, marketing, operations, and human resources while offering opportunities to explore emerging fields like behavioural science, sustainability, and enterprise.

The programme emphasises a global perspective alongside an ethical and sustainable approach to business management. Personalised careers and skills content, flexible learning options, and innovative teaching methods, ensure tailored and impactful development for each student.

A capstone project allows graduates to address real-world business challenges, showcasing their expertise and strategic thinking.

Graduates leave equipped with advanced problem-solving, decision making, and leadership skills, ready to excel in roles such as business analyst, project manager, entrepreneur, or management consultant, among others. This programme empowers students to make meaningful contributions to the business world and positions them for success in a wide range of industries.

Features of the programme: Specialist Expertise - A blend of comprehensive business management knowledge with behavioural science, making this a unique exploration of the intersect between individuals, society, community, and business.

Career Focussed Design - Employability focused and prepares students to excel in dynamic business environments.

Skill Development - Prioritises ethical decision-making, sustainability, enterprise, and building transferable skills such as teamwork, communication, autonomy, organisation, and innovative thinking.

Personalised Skills Module - Begins with a skills and aspirations audit to identify development areas and track progress, providing tailored support to enhance skill sets and career readiness.

Inclusive Approach - Open to students from all backgrounds, offering adaptable skills and knowledge applicable in both local and global contexts.

Industry Relevant - Developed with input from industry professionals to ensure alignment with market demands and job competitiveness.

Networking and Real-World Engagement - Opportunities to connect with industry leaders during the seminal Bristol Business School's annual conference.

Student Centered Learning - Knowledge is built through active participation in lectures, seminars, group work, and mentorship, complemented by independent study and access to online and in-person resources for academic and professional development.

Authentic Assessment - Focuses on cultivating workplace-relevant skills, including teamwork, communication, reflection, decision-making, and problem-solving.

Graduate Outcomes - Ensures students learn skills directly applicable to their field of interest and that they are prepared to succeed in diverse markets and workplaces.

Educational Aims: This programme aims to develop a holistic understanding of how organisations operate within diverse economic, social, and political environments. Students will explore the dynamic interplay between external factors such as market conditions, regulatory frameworks, and global trends, alongside internal structures, processes, and cultures. Through this, students will critically analyse how business functions, including marketing, operations, finance, and human resources, work together to achieve organisational objectives. By mastering this comprehensive perspective, graduates will be equipped to identify inefficiencies and drive cohesive strategies within complex organisations.

Students will learn to synthesise knowledge from multiple disciplines, assess risks, and evaluate the feasibility of proposed strategies. By engaging with case studies and real-world projects, they will refine their ability to think critically and act decisively in varied contexts, from startups to multinational corporations. This focus on adaptability and creative problem-solving ensures that graduates can contribute meaningfully to organisational success across industries and markets.

The programme aims to support students to integrate academic learning with practical application, emphasising the development of professional competencies such as effective communication, leadership, teamwork, and decision-making. Students will also cultivate interpersonal skills essential for collaboration in diverse and dynamic environments. By fostering a commitment to lifelong learning, the programme encourages students to take ownership of their professional growth through reflective practices, skills audits, and engagement with emerging trends and innovations in business and management. This reflective practice will also ensure that graduates emerge as principled leaders who contribute positively to their organisations, societies, and the broader global community.

Programme Learning Outcomes:

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

Programme Learning Outcomes

- PO1. Demonstrate comprehensive knowledge and understanding of organisations, their external and internal context, to critically analyse relationships between business functions and processes.
- PO2. Show a critical understanding of approaches and methods required to investigate business and management issues as well as a recognition of how knowledge is advanced through research.
- PO3. Apply academic, professional, and interpersonal skills relevant to business and management, taking responsibility for their continuing professional development.
- PO4. Apply skills and knowledge to a range of business problems and contexts to propose robust, creative solutions.

PO5. Articulate a set of personal values and evaluate these relative to professional norms and concepts of global citizenship.

Assessment strategy: The assessment strategy for this business management programme focuses on developing subject knowledge and practical skills relevant to the field. Assessments are designed to be authentic, reflecting real-world tasks that apply key knowledge and transferable skills.

The assessment strategy is considered across the programme and includes a balance of formative and summative assessments designed to facilitate progression through differing levels of complexity. This is particularly important in conversion programmes such as this one where the focus is on developing students from different backgrounds and different levels of knowledge and experience in business management.

Students have diverse strengths and learning styles. By using multiple methods, educators can provide a more inclusive and fair evaluation of all students. Inclusivity is key at UWE and support along with a balanced assessment strategy becomes paramount to students' success. This balanced approach enables the development of subject-knowledge and a range of transferable skills that support UWE's graduate attributes and employability principles.

Accordingly, students will demonstrate the achievement of the programme and module learning outcomes through a range of assessment types, such as portfolios, presentations, reflections, reports, case studies, essays and exams.

Support will be provided at module level to help students understand specific assessment requirements. However, a short definition of each assessment type is also provided here for reference purposes.

A portfolio is an assignment which is usually a collection of related work undertaken over a length of time which may include reflective written work, professional body requirements e.g. competency achievement/sign off or reviews of related topics.

A presentation is a way of setting out and explaining a student's ideas to others in a formal and succinct manner. Presentations can be delivered either orally or as a poster and may be done individually or as part of a group.

Reflection enhances deeper learning and a reflective diary collates a student's personal learning journey through feelings, thoughts and lessons learnt, sometimes resulting in change of practice.

A report is a highly structured piece of work. A particular kind of report will often follow a template, itemising sections such as headings, sub-headings and appendices. These sections act as guidelines and encourage students to take a systematic approach to the subject material they need to cover. They help ensure that the content is clearly organised and enhance the professional appearance of the report. Reports also often include data that is communicated in the form of tables, charts and infographics. Since report structure is so important, it is essential that students read the assignment brief carefully, noting any specific guidance for presentation and assessment criteria.

A case study is a detailed account of a situation, event, decision or problem. Case studies are often used for analysis and problem solving, as a means of relating theoretical knowledge to real circumstances.

An essay is a written piece of work which may analyse, critique, review and/or discuss a specific topic. The arguments within the essay will be informed by texts, peer-reviewed sources and appropriate e-resources.

An examination or exam is a piece of work produced under controlled conditions. It is usually scheduled for a specific time and date, and usually has a time limit.

A critical discussion is an oral examination in which the examiner(s) discuss a student's work, asking the student to explain and justify various aspects of a project or a piece of work that they have produced.

Student support: Student support is provided by academic staff, usually module leaders, for all issues relating to the content and delivery of the module. The Programme Team (academic, administrative and Student Services) 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 and so on, as well as where and how to access the support provided by the University. The Programme Manager and tutors are also responsible for ensuring the collection of, and response to, student feedback.

Additional support is provided through library and ICT facilities.

Part B: Programme Structure

Year 1

Students must take 180 credits from the modules in Year 1.

Year 1 Compulsory Modules (Full-time)

Students must take 120 credits from the modules in Compulsory Modules (Full-time).

Module Code	Module Title	Credit
UMCTDH-30-M	The Anatomy of a Business 2027-28	30
UMCTDJ-30-M	Navigating Organisational Complexity 2027-28	30
UMOTDL-45-M	Self and Society in Business Management 2027-28	45
UMPTDK-15-M	Career Catalyst: Developing Skills for Long Term Success 2027-28	15

Year 1 Optional Modules (Full-time)

Students must take 60 credits from the modules in Optional Modules (Full-time).
Students must choose two modules from one of the following combinations:

Management project: Group project challenge
Management Project: Individual project challenge

OR

Work-Based Learning Project: Project Scoping
Work-Based Learning Project: Implementation and review

OR

Enterprise Project: Business Realisation
Enterprise Project: Concept development

Module Code	Module Title	Credit
UMOTEA-30-M	Management Project: Group Project Challenge 2027-28	30
UMOTEB-30-M	Management Project: Individual Project Challenge 2027-28	30
UMKTEF-30-M	Enterprise Project: Business Realisation 2027-28	30
UMKTEE-30-M	Enterprise Project: Concept Development 2027-28	30
UMKTED-30-M	Work-Based Learning Project: Implementation and Review 2027-28	30
UMKTEC-30-M	Work-Based Learning Project: Project Scoping 2027-28	30

Part C: Higher Education Achievement Record (HEAR) Synopsis

Graduates of this programme will develop a comprehensive understanding of core business disciplines, including strategy, finance, marketing, and organisational

behaviour. They will possess advanced analytical and problem-solving skills, practical knowledge of management practices, and the ability to apply research-driven insights to real-world challenges. Equipped with strong leadership, communication, and decision-making capabilities, they will be adept at managing teams, driving innovation, and navigating complex business environments.

Part D: External Reference Points and Benchmarks

The programme has been designed to reflect the UWE Bristol 2030 Strategy, which includes the aim of delivering outstanding practice-led learning, fostering the development of ready and able graduates who are ambitious, collaborative, innovative, inclusive and enterprising. The UWE Bristol 2030 Teaching and Learning Strategy further sets out a commitment to personalised experiences for all learners, practice-led, research informed learning and teaching, digitally enabled, problem-based education and the championing of teaching excellence.

The views of current students, alumni, employers and international collaborative partners have been reflected in the design of the programme.

The programme aligns with the QAA's Characteristics Statement for Master's Degrees (QAA 2020) and Subject Benchmarks Statement for Master's Degrees in Business and Management (QAA 2023). It has also been designed to satisfy the requirements of the Master's Level (Level 7) descriptors of the QAA's Framework for Higher Education Qualifications in England, Wales and Northern Ireland, January 2024.

Part E: Regulations

Approved to University Regulations and Procedures