

**ACADEMIC SERVICES**

**PROGRAMME SPECIFICATION**

| <b>Part 1: Basic Data</b>                              |   |              |              |                      |              |            |  |                          |  |                                 |  |
|--|---|--------------|--------------|----------------------|--------------|------------|--|--------------------------|--|---------------------------------|--|
| <b>Awarding Institution</b>                            | University of the West of England   |              |              |                      |              |            |  |                          |  |                                 |  |
| <b>Teaching Institution</b>                            | University of the West of England<br>Alexander College, Cyprus<br>International University, Vietnam   |              |              |                      |              |            |  |                          |  |                                 |  |
| <b>Delivery Location</b>                               | University of the West of England, Frenchay<br>Alexander College, Cyprus<br>International University, Vietnam   |              |              |                      |              |            |  |                          |  |                                 |  |
| <b>Faculty responsible for programme</b>               | Faculty of Business and Law   |              |              |                      |              |            |  |                          |  |                                 |  |
| <b>Department responsible for programme</b>            | Bristol Business School   |              |              |                      |              |            |  |                          |  |                                 |  |
| <b>Modular Scheme Title</b>                            | <i>Postgraduate Modular Scheme</i>  |              |              |                      |              |            |  |                          |  |                                 |  |
| <b>Professional Statutory or Regulatory Body Links</b> |   |              |              |                      |              |            |  |                          |  |                                 |  |
| <b>Highest Award Title</b>                             | MSc Business Management.  |              |              |                      |              |            |  |                          |  |                                 |  |
| <b>Default Award Title</b>                             | <i>none</i>   |              |              |                      |              |            |  |                          |  |                                 |  |
| <b>Fall-back Award Title</b>                           | <i>none</i>   |              |              |                      |              |            |  |                          |  |                                 |  |
| <b>Interim Award Titles</b>                            | PG Diploma Business Management<br>PG Certificate Business Management  |              |              |                      |              |            |  |                          |  |                                 |  |
| <b>UWE Progression Route</b>                           |   |              |              |                      |              |            |  |                          |  |                                 |  |
| <b>Mode(s) of Delivery</b>                             | <i>FT / PT</i>  |              |              |                      |              |            |  |                          |  |                                 |  |
| <b>Codes</b>   | <table border="1"> <tr> <td><b>UCAS:</b></td> <td><b>JACS:</b></td> </tr> <tr> <td><b>ISIS2: N20B12</b></td> <td><b>HESA:</b></td> </tr> <tr> <td>N20B12 UWE</td> <td></td> </tr> <tr> <td>N20E12 Alexander College</td> <td></td> </tr> <tr> <td>N20F12 International University</td> <td></td> </tr> </table> | <b>UCAS:</b> | <b>JACS:</b> | <b>ISIS2: N20B12</b> | <b>HESA:</b> | N20B12 UWE |  | N20E12 Alexander College |  | N20F12 International University |  |
| <b>UCAS:</b>   | <b>JACS:</b>  |              |              |                      |              |            |  |                          |  |                                 |  |
| <b>ISIS2: N20B12</b>                                   | <b>HESA:</b>  |              |              |                      |              |            |  |                          |  |                                 |  |
| N20B12 UWE   |   |              |              |                      |              |            |  |                          |  |                                 |  |
| N20E12 Alexander College                               |   |              |              |                      |              |            |  |                          |  |                                 |  |
| N20F12 International University                        |   |              |              |                      |              |            |  |                          |  |                                 |  |
| <b>Relevant QAA Subject Benchmark Statements</b>       | Business and Management   |              |              |                      |              |            |  |                          |  |                                 |  |
| <b>CAP Approval Date</b>                               |   |              |              |                      |              |            |  |                          |  |                                 |  |
| <b>Valid from</b>                                      | <i>1 September 2019</i>   |              |              |                      |              |            |  |                          |  |                                 |  |
| <b>Valid until Date</b>                                |   |              |              |                      |              |            |  |                          |  |                                 |  |
| <b>Version</b>   | <i>8.1</i>  |              |              |                      |              |            |  |                          |  |                                 |  |

**Part 2: Educational Aims of the Programme**

The programme aims to provide the students with a flexible comprehensive educational programme at postgraduate level for students seeking to follow a management career. It also provides opportunities to pursue specialist subjects that may be of particular interest.

## **Part 2: Educational Aims of the Programme**

The programme aims to provide the students with:

- a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of the academic discipline of business management
- a comprehensive understanding of techniques applicable to research and advanced scholarship in the business and management
- originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in management
- conceptual understanding that enables them to evaluate critically current research and advanced scholarship in business management
- conceptual understanding that enables them to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses
- the qualities and transferable skills necessary for employment requiring the exercise of initiative and personal responsibility and decision-making in complex and unpredictable situations
- the ability to deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences
- the ability to demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level
- the ability to continue to advance their knowledge and understanding, and to develop new skills to a high level

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

The MSc Business Management aims to prepare managers for the changing demands of the global market and the increasing complexity of contemporary business and organisations.

Aligning with the UWE Bristol 2020 Strategy, the programme aims to integrate theory and practice, developing students both academically and professionally. Students will be able to integrate new knowledge with their experience, as managers and/or consumers, and apply it to new situations. They will be able to engage in evidence-based management and business decision-making and have developed a range of transferable skills.





## Part 4: Student Learning and Student Support

### TEACHING, LEARNING ASSESSMENT

#### **Teaching and learning strategies to enable learning outcomes to be achieved and demonstrated**

The teaching and learning and assessment strategy of Bristol Business School encourages students to take responsibility for their learning and staff to take responsibility for facilitating that learning. Learning approaches have an overall emphasis on learning through active student involvement. Assessment is viewed as an integral part of the learning process not simply as a measure of the achievement of the learning outcomes. The teaching and learning and assessment strategy 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.

Learning on this programme will be achieved through a combination of independent study, supported by online materials, and class-based activity. All students will be expected to undertake independent study, supported by online materials (which may be text-based or multi-media) in order to prepare for the class-based activities.

The MSc Business Management expects around 1,800 hours of learning effort from students. Students will have 24 contact hours for each of their taught modules. In addition, there will be induction activities and the opportunity to attend extra-curricular activities including additional guest lectures, external speakers and research seminars where applicable.

In the course of their learning, students may encounter formal inputs from lecturers, focused reading, case presentations, guest speakers, individual and group exercises and projects. Teaching is based on research literature, professional experience and use of debate and discussion. The emphasis will be on a learning process with a focus upon students' practice and experience in relation to relevant conceptual and theoretical frameworks in order both to inform their future practice and to deepen their understanding of relevant theories.

All students will be encouraged to make full use of the print and electronic resources available to them through the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library web pages provide access to subject relevant resources and services and to the library catalogue. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills. Each module handbook will direct students towards appropriate resources and may recommend the purchase of a core textbook. Students will also be directed towards other sources of academic support both within the Faculty and elsewhere in the University.

All students will undertake a dissertation or project which amounts to 600 hours of independent learning. This allows students to explore a substantial issue utilizing appropriate concepts, frameworks and methodologies and may involve in-company research on an employed or non-employed basis.

Full-time students will undertake four 15 credit modules in each of two semesters followed by the completion of a dissertation normally to be submitted within twelve months of enrolment. Students studying on a part-time basis will proceed through the programme at a slower rate, typically taking twice as long as full-time students to complete the programme.

### STUDENT SUPPORT

Student support is provided by academic staff, usually module leaders and programme managers, for all issues relating to the content, delivery and assessment of modules. A range of wider support services is provided in relation to all aspects of the academic provision and personal issues such as problems with studying or meeting deadlines, financial matters, ill health and so on. Additional academic support and

#### **Part 4: Student Learning and Student Support**

guidance is provided by the programme team who are also responsible for ensuring the collection of and response to student feedback.

An important part of the programme is the involvement of students. Two or three student representatives are elected to serve on the Student Representatives & Staff Forum meetings that are held each term to discuss issues raised by students in relation to their experience of studying and on the programme. The meetings are chaired by the programme manager. The aim of the meetings is to discuss issues raised by students in an open and friendly atmosphere so that students feel able to contribute openly and honestly about their experiences. Virtual meetings can be held for student groups who are not easily able to attend meetings on campus. Any issues raised are taken forward by the programme manager and where appropriate they may be discussed at Departmental Committees or Faculty Academic Standards and Quality Committee.

Support to students with disability is coordinated centrally through Disability Services. This acts as a holistic service for disabled students and applicants to the University but also supports the academic and administrative staff who work with disabled students.

#### **Part 5: Assessment**

Approved to [University Regulations and Procedures](#)

##### **Assessment Strategy**


Assessment strategy to enable the learning outcomes to be achieved and demonstrated:

Testing of the knowledge base is through a range of formative and summative assessment approaches (that may be individual or group based), including written coursework, presentations, and examinations

Individual module specifications provide details of assessments.


**Part 6: Programme Structure** MSc Business Management

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **student**, including: level and credit requirements; interim award requirements; module diet, including compulsory and optional modules

| ENTRY  |               | Compulsory Modules  | Optional Modules   | Interim Awards   |
|--|---------------|---|--|--|
|  | Masters Level | <ul style="list-style-type: none"> <li>• People and Organisations<br/>UMOCQW-15-M</li> <li>• Strategic Analysis<br/>UMSCQV-15-M</li> <li>• Meeting Customer Needs<br/>UMKCQT-15-M</li> <li>• Managing Finance<br/>UMAD47-15-M</li> <li>• Management Dissertation and Research Methods (60 credits)<br/>UMOCJY-60-M</li> </ul> | <p>60 credits from: <i>(subject to availability)</i></p> <ul style="list-style-type: none"> <li>• Leadership<br/>UMOCB6-15-M</li> <li>OR</li> <li>• Leading and Managing People<br/>UMOCB7-15-M</li> </ul> <p>(only one of the above may be chosen)</p> <ul style="list-style-type: none"> <li>• Managing Change<br/>UMOCB3-15-M</li> <li>• International Project Management<br/>UMMDPS-15-M</li> <li>• Innovation, Creativity and Enterprise<br/>UMSCUJ-15-M</li> <li>• Customer Relationship Management<br/>UMKC8M-15-M</li> <li>• Global Marketing<br/>UMKC8P-15-M</li> <li>• Management Consultancy<br/>UMSCCW-15-M</li> <li>• Sustainable Procurement<br/>UMMCYU-15-M</li> <li>• Emerging Markets: The New World Order<br/>UMSDF3-15-M</li> </ul> | <p>Other requirements:</p> <p>PG Certificate Management</p> <p>60 credits from the programme to include at least 30 credits from the following modules:</p> <ul style="list-style-type: none"> <li>• Strategic Analysis<br/>UMSCQV-15-M</li> <li>• Meeting Customer Needs<br/>UMKCQT-15-M</li> <li>• Managing Finance<br/>UMAD47-15-M</li> <li>• People and Organisations<br/>UMOCQW-15-M</li> </ul> <p>PG Diploma Management</p> <p>120 credits from the programme to include at least 30 credits from the following modules:</p> <ul style="list-style-type: none"> <li>• Strategic Analysis<br/>UMSCQV-15-M</li> <li>• Meeting Customer Needs<br/>UMKCQT-15-M</li> <li>• Managing Finance<br/>UMAD47-15-M</li> <li>• People and Organisations<br/>UMOCQW-15-M</li> </ul> <p>Target Award:</p> <p>MSc Management</p> <p>180 credits from the programme</p> |
| <b>GRADUATION</b>  |               |   |  |  |

**Part 6: Programme Structure Delivered by Alexander College, Cyprus**

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **student**, including: level and credit requirements; interim award requirements; module diet, including compulsory and optional modules


| ENTRY  |               | Compulsory Modules   | Optional Modules | Interim Awards   |
|--|---------------|--|------------------|--|
|  | Masters Level | Compulsory Modules   | No options       | Interim Awards   |
|  |               | <ul style="list-style-type: none"> <li>• People and Organisations<br/>UMOCQW-15-M</li> <li>• Strategic Analysis<br/>UMSCQV-15-M</li> <li>• Meeting Customer Needs<br/>UMKCQT-15-M</li> <li>• Managing Finance<br/>UMAD47-15-M</li> <li>• International Project Management<br/>UMMDPS-15-M</li> <li>• Innovation, Creativity and Enterprise<br/>UMSCUJ-15-M</li> <li>• Managing Change<br/>UMOCB3- 15-M</li> <li>• Management Consultancy<br/>UMSCCW-15-M</li> <li>• Management Dissertation and Research Methods (60 credits)<br/>UMOCJY-60-M</li> </ul> |                  | <p>Other requirements:</p> <p>PG Certificate Management</p> <p>60 credits from the programme to include at least 30 credits from the following modules:</p> <ul style="list-style-type: none"> <li>• Strategic Analysis<br/>UMSCQV-15-M</li> <li>• Meeting Customer Needs<br/>UMKCQT-15-M</li> <li>• Managing Finance<br/>UMAD47-15-M</li> <li>• People and Organisations<br/>UMOCQW-15-M</li> </ul> <p>PG Diploma Management</p> <p>120 credits from the programme to include at least 30 credits from the following modules:</p> <ul style="list-style-type: none"> <li>• Strategic Analysis<br/>UMSCQV-15-M</li> <li>• Meeting Customer Needs<br/>UMKCQT-15-M</li> <li>• Managing Finance<br/>UMAD47-15-M</li> <li>• People and Organisations<br/>UMOCQW-15-M</li> </ul> <p>Target Award:</p> <p>MSc Management</p> <p>180 credits from the programme</p> |

**GRADUATION**



**Part 6: Programme Structure - Delivery at International University, VNUHCMC, Vietnam**

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **student**, including: level and credit requirements; interim award requirements; module diet, including compulsory and optional modules

| ENTRY  |                      |  |   |   |
|--|----------------------|--|---|---|
|  | <b>Masters Level</b> | <p><b>Compulsory Modules</b></p> <p>The following Semester One modules are delivered at IU, Vietnam</p> <ul style="list-style-type: none"> <li>• People and Organisations UMOCQW-15-M</li> <li>• Strategic Analysis UMSCQV-15-M</li> <li>• Meeting Customer Needs UMKCQT-15-M</li> <li>• Managing Finance UMAD47-15-M</li> </ul> <p>The following module will be completed following transfer to UWE Bristol</p> <ul style="list-style-type: none"> <li>• Management Dissertation and Research Methods (60 credits) UMOCJY-60-M</li> </ul> | <p><b>Optional Modules</b></p> <p>Following transfer to study at UWE Bristol for Semester Two, students select modules totaling 60 credits from: (<i>subject to availability</i>)</p> <ul style="list-style-type: none"> <li>• Leadership UMOCB6-15-M</li> <li>OR</li> <li>• Leading and Managing People UMOCB7-15-M</li> </ul> <p>(only one of the above may be chosen)</p> <ul style="list-style-type: none"> <li>• Managing Change UMOCB3-15-M</li> <li>• International Project Management UMMDPS-15-M</li> <li>• Innovation, Creativity and Enterprise UMSCUJ-15-M</li> <li>• Customer Relationship Management UMKC8M-15-M</li> <li>• Global Marketing UMKC8P-15-M</li> <li>• Management Consultancy UMSCCW-15-M</li> <li>• Sustainable Procurement UMMCJU-15-M</li> <li>• Emerging Markets: The New World Order UMSDF3-15-M</li> </ul> | <p><b>Interim Awards</b></p> <p>Interim Awards<br/>Other requirements:</p> <p>PG Certificate Management</p> <p>60 credits from the programme to include at least 30 credits from the following modules:</p> <ul style="list-style-type: none"> <li>• Strategic Analysis UMSCQV-15-M</li> <li>• Meeting Customer Needs UMKCQT-15-M</li> <li>• Managing Finance UMAD47-15-M</li> <li>• People and Organisations UMOCQW-15-M</li> </ul> <p>PG Diploma Management</p> <p>120 credits from the programme to include at least 30 credits from the following modules:</p> <ul style="list-style-type: none"> <li>• Strategic Analysis UMSCQV-15-M</li> <li>• Meeting Customer Needs UMKCQT-15-M</li> <li>• Managing Finance UMAD47-15-M</li> <li>• People and Organisations UMOCQW-15-M</li> </ul> <p>Target Award:</p> <p>MSc Management<br/>180 credits from the programme</p> |

**GRADUATION**

## **Part 7: Entry Requirements**

The University's Standard Entry Requirements apply with the following additions

An honours degree (2:2 or above) from a recognised UK Higher Education institution or equivalent from a recognised overseas institution OR

At least two years in a role with management responsibility and in-house education/staff development or as a consultant/sole practitioner. These applications will be assessed on a case by case basis by the programme manager.

## **Part 8: Reference Points and Benchmarks**

The programme has been designed to reflect the UWE Bristol 2020 Strategy of delivering professionally recognised and practice-oriented programmes, which contribute to an outstanding learning experience and generate excellent graduate employment opportunities and outcomes for all students.

The views of current students, alumni, employers and international collaborative partners have been taken into account in the development and revision of the programme.

The programme aligns with the *Subject benchmarks (QAA Unit in Business and Management - QAA benchmarks for Postgraduate Management Programmes – 2007)* and the *Descriptor for a qualification at Masters (M) level: Masters degree – extracted from the Framework for Higher Education Qualifications in England, Wales and Northern Ireland, January 2001*

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|  |   |         |                        |  |
|--|---|---------|------------------------|--|
| First CAP Approval Date                  | CAP 17 April 2013 V7.1  |         |                        |  |
| Revision ASCQ Approval Date              | 27 June 2013<br>20 Nov 14<br>SUVP 16/07/19<br>ASQC 27 Sept 2019 | Version | 7.2<br>7.3<br>8<br>8.1 | <a href="#">Link to RIA</a><br><a href="#">Link to RIA</a> |
| Next Periodic Curriculum Review due date |   |         |                        |  |
| Date of last Periodic Curriculum Review  |   |         |                        |  |