

#### ACADEMIC SERVICES

#### **PROGRAMME SPECIFICATION**

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

## 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 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 following areas:

Learning Outcomes:	UMOCQW-15-M	UMSCQV-15-M	UMKCQT-15-M	UMAD47-15-M	UMOCJY-60-M	UMOCB3-15-M	UMOCB6-15-M	UMMDPS-15-M	UMSCUJ-15-M	UMKC8M-15-M	UMKC8P-15-M	UMSCCW-15-M	UMMCYU-15-M	UMOCB7-15-M	UMSDF3-15-M	
A) Knowledge and understanding of:		1	7	7	1		·•	1	T	T						
<b>Markets</b> – the development and operation of markets for resources, goods and services			$\checkmark$		$\checkmark$											
Customers – customer expectations, service and orientation			$\checkmark$		$\checkmark$											
<b>Finance</b> – the sources, uses and management of finance; the use of accounting and other information systems for managerial applications				$\checkmark$	$\checkmark$											
<b>People</b> – the management and development of people within organisations	$\checkmark$				$\checkmark$	$\checkmark$						$\checkmark$				
<b>Operations</b> – the management of financial, information and human resources, and operations and their impact upon organisations			$\checkmark$	V	$\checkmark$			V								
<b>Communication and information technology (CIT)</b> – comprehension and use of relevant CIT for application in business and management			$\checkmark$	$\checkmark$	$\checkmark$											
<b>Business policy and strategy</b> – the development of appropriate policies and strategies within a changing environment, to meet stakeholder interests		$\checkmark$			$\checkmark$	V	V		V							
<b>Pervasive issues</b> – these would include sustainability, globalisation, corporate social responsibility, diversity, business innovation, creativity, enterprise development, knowledge management and risk management.	V	V	V	V	V	V		V	V	V	V	V				
(B) Intellectual Skills		4	4			-		.±		4						
being able to think critically and be creative: manage the creative processes in self and others; organise thoughts, analyse, synthesise, and critically appraise. This includes the capability to identify assumptions, evaluate statements in terms of evidence, detect false logic or reasoning, identify implicit values, define terms adequately and generalise appropriately		V	V		V											
being able to solve complex problems and make decisions; establish criteria, using appropriate decision-making techniques including identifying, formulating				$\checkmark$												

Part 3: Learning Outcomes of the Programme						1					
and solving business problems; and the ability to create, identify and evaluate											
options; the ability to implement and review decisions											
numeracy and quantitative skills including the development and use of relevant business models		V		V							
(C) Subject/Professional/Practical Skills		<u>.</u>			<u>.</u>			 	İ	İ	Í
the ability to conduct research into business and management issues either											
individually or as part of a team through research design, data collection, analysis, synthesis and reporting											
using information and knowledge effectively: scanning and organising data, synthesising and analysing in order to abstract meaning from information and to share knowledge		V	V	V	V						
effective use of ICT											
effective two-way communication: listening, effective oral and written communication of complex ideas and arguments, using a range of media, including the preparation of business reports		V		V	V						
effective performance within team environments and the ability to recognise and utilise individuals' contributions in group processes and to negotiate and persuade or influence others; team selection, delegation, development and	V										
management											
leadership and performance management: selecting appropriate leadership style for different situations; setting targets, motivating, monitoring	V	$\checkmark$									
ability to recognise and address ethical dilemmas and corporate social responsibility issues, applying ethical and organisational values to situations and choices	V	$\checkmark$		V							
(D) Transferable skills and other attributes		<u>.</u>			<b>.</b>		<u>.</u>	 	Ì		Í
high personal effectiveness	$\checkmark$	$\checkmark$	T								
critical self-awareness, self reflection and self-management											
time management			1								
sensitivity to diversity in people and different situations											
ability to continue to learn through reflection on practice and experience			1						1		

#### 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

<ul> <li>Meeting Customer Needs UMKCQT-15-M</li> <li>Managing Finance UMAD47-15-M</li> <li>Management Dissertation and Research Methods (60 credits)</li> <li>UMOCJY-60-M</li> <li>International Project Management UMOCJY-60-M</li> <li>Internation, Creativity and Enterprise UMSCUJ-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>Strategic Analysis UMSCQV-15-M</li> <li>Managing Finance UMAD47-15-M</li> <li>International Project Management UMAD47-15-M</li> <li>Innovation, Creativity and Enterprise UMSCUJ-15-M</li> <li>Strategic Analysis UMOCQW-15-M</li> <li>Innovation, Creativity and Enterprise UMSCUJ-15-M</li> <li>Strategic Analysis UMOCQW-15-M</li> <li>Strategic Analysis UMOCQW-15-M</li> </ul>	<ul> <li>People and Organisations UMOCQW-15-M</li> <li>Strategic Analysis UMSCQV-15-M</li> <li>Strategic Customer Needs UMKCQT-15-M</li> <li>Meeting Customer Needs UMAD47-15-M</li> <li>Managing Finance UMAD47-15-M</li> <li>Management Dissertation and Research Methods (60 credits) UMOCJY-60-M</li> <li>International Project Management UMDCB3-15-M</li> <li>International Project Management UMDCB3-15-M</li> <li>International Project Management UMMCB3-15-M</li> <li>Innovation, Creativity and Enterprise UMSCUJ-15-M</li> <li>Customer Relationship Management UMKC8P-15-M</li> <li>Global Marketing UMKC8P-15-M</li> <li>Sustainable Procurement UMMCYU-15-M</li> <li>Emerging Markets: The New World Order</li> </ul>	ENTRY Co	ompulsory Modules	Optional Modules	Interim Awards
UMSCCW-15-M     UMKCQT-15-M     UMKCQT-15-M     Managing Finance     UMAD47-15-M     People and     Organisations     UMOCQW-15-M			People and Organisations UMOCQW-15-M Strategic Analysis UMSCQV-15-M Meeting Customer Needs UMKCQT-15-M Managing Finance UMAD47-15-M Management Dissertation and Research Methods (60 credits)	<ul> <li>60 credits from: (subject to availability)</li> <li>Leadership UMOCB6-15-M OR</li> <li>Leading and Managing People UMOCB7-15-M</li> <li>(only one of the above may be chosen)</li> <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 UMMCYU-15-M</li> <li>Emerging Markets: The New World Order</li> </ul>	Other requirements: PG Certificate Management 60 credits from the programme to include at least 30 credits from the following modules: • Strategic Analysis UMSCQV-15-M • Meeting Customer Needs UMKCQT-15-M • Managing Finance UMAD47-15-M • People and Organisations UMOCQW-15-M PG Diploma Management 120 credits from the programme to include at least 30 credits from the following modules: • Strategic Analysis UMSCQV-15-M • Meeting Customer Needs UMKCQT-15-M • Meeting Customer Needs UMKCQT-15-M • Meeting Customer Needs UMKCQT-15-M • Meeting Customer Needs UMKCQT-15-M • Meeting Customer Needs UMKCQT-15-M • Meeting Customer Needs UMKCQT-15-M

# 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
		Compulsory Modules	No options	Interim Awards
				Other requirements:
I		•People and		Other requirements.
		Organisations		PG Certificate
		UMOCQW-15-M		Management
				_
		<ul> <li>Strategic Analysis</li> </ul>		60 credits from the
		UMSCQV-15-M		programme to include at
		Masting Customer		least 30 credits from the
		Meeting Customer     Needs		following modules:
		UMKCQT-15-M		Strategic Analysis
				UMSCQV-15-M
		Managing Finance		Meeting Customer
		UMAD47-15-M		Needs
				UMKCQT-15-M
		International		Managing Finance
		Project		UMAD47-15-M
	_	Management UMMDPS-15-M		<ul> <li>People and Organisations</li> </ul>
	Masters Level	0101001 3-13-10		UMOCQW-15-M
	Le	<ul> <li>Innovation,</li> </ul>		
	ers	Creativity and		PG Diploma Management
	ste	Enterprise		
	Σa	UMSCUJ-15-M		120 credits from the
				programme to include at
		<ul> <li>Managing Change UMOCB3- 15-M</li> </ul>		least 30 credits from the following modules:
		0000083-13-00		Tonowing modules.
		Management		Strategic Analysis
		Consultancy		UMSCQV-15-M
		UMSCCW-15-M		Meeting Customer
				Needs
		Management		UMKCQT-15-M
		Dissertation and Research Methods		<ul> <li>Managing Finance UMAD47-15-M</li> </ul>
		(60 credits)		<ul> <li>People and</li> </ul>
		UMOCJY-60-M		Organisations
				UMOCQW-15-M
<b>↓</b>				Target Award:
v				MSc Management
				100 aradita frame the
				180 credits from the
	L		l	programme

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		Compulsory Modules	Optional Modules	Interim Awards
		The following Semester	Following transfer to	Interim Awards
		One modules are	study at UWE Bristol for	Other requirements:
		delivered at IU, Vietnam	Semester Two, students	
			select modules totaling	PG Certificate
		People and	60 credits from: (subject	Management
		Organisations	to availability)	60 credits from the
		UMOCQW-15-M		programme to include at
		Strategic Analysis	Leadership	least 30 credits from the
		UMSCQV-15-M	UMOCB6-15-M OR	following modules:
			Leading and Managing	
		Meeting Customer	People UMOCB7-15-M	<ul> <li>Strategic Analysis UMSCQV-15-M</li> </ul>
		Needs		Meeting Customer
		UMKCQT-15-M	(only one of the above may	Needs
		Managing Finance	be chosen)	UMKCQT-15-M
		UMAD47-15-M	Managing Change	<ul> <li>Managing Finance UMAD47-15-M</li> </ul>
			UMOCB3-15-M	People and
		The following module		Organisations
	/e/	will be completed	<ul> <li>International Project</li> </ul>	UMOCQW-15-M
	Le	following transfer to	Management	PG Diploma Management
	รา	UWE Bristol	UMMDPS-15-M	
	Masters Level		<ul> <li>Innovation, Creativity</li> </ul>	120 credits from the
	Ma	<ul> <li>Management Dissertation and</li> </ul>	and Enterprise	programme to include at least 30 credits from the
		Research Methods	UMSCUJ-15-M	following modules:
		(60 credits)		
		ÙMOCJY-60-M	Customer Relationship     Management	Strategic Analysis
			Management UMKC8M-15-M	UMSCQV-15-M
				Meeting Customer
			Global Marketing	Needs UMKCQT-15-M
			UMKC8P-15-M	Managing Finance
				UMAD47-15-M
			<ul> <li>Management Consultancy</li> </ul>	People and
			UMSCCW-15-M	Organisations
				UMOCQW-15-M
			Sustainable	Target Award:
			Procurement	
★			UMMCYU-15-M	MSc Management
			Emerging Markets: The	180 credits from the
			New World Order	programme
			UMSDF3-15-M	

## 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

#### FOR OFFICE USE ONLY

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