



Programme Specification

Business Management [Sep][FT][Frenchay][1yr]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Business Management [Sep][FT][Frenchay][1yr]

Highest award: MSc Business Management

Interim award: PGCert Business Management

Interim award: PGDip Business Management

Awarding institution: UWE Bristol

Affiliated institutions: Not applicable

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

Department responsible for the programme: FBL Dept of Business & Management, Faculty of Business & Law

Contributing departments: Not applicable

Professional, statutory or regulatory bodies: Not applicable

Apprenticeship: Not applicable

Mode of delivery: Full-time

Entry requirements: For the current entry requirements see the UWE public website

For implementation from: 01 September 2020

Programme code: N20B12-SEP-FT-FR-N20B12

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: This is a one-year conversion programme aimed at providing a flexible comprehensive educational programme at postgraduate level for those seeking to follow a management career. It also provides opportunities to pursue specialist subjects that may be of particular interest. The programme aims to provide you with the expertise, knowledge and skills required to perform a managerial role and is focused on integration of theory and practice to develop your knowledge base, behaviours and skills both academically and professionally.

A combination of pedagogical approaches including research and practice-led teaching ensures that on the programme you will learn and practice new knowledge and integrate your experiences to resolve complex managerial problems, with a view to creating a positive impact in the business world.

The programme is designed to provide you with a solid grounding in the knowledge, analytical and research skills required to work successfully in the contemporary business environment. The core modules include coverage of the strategic context, marketing and operations, organisation studies, human resource management and managing finance. A comprehensive Personal and Professional Development module pulls together key cross-disciplinary learnings from the core modules with the aim of supporting you in your personal development as well as fostering cohort identity and cohesion. The range of assessments embedded across various modules enables demonstration of graduate attributes through case study analysis and presentation, exams, multiple-choice questions, individual reports and a reflective journal.

Following on from the foundations provided by the core modules, you will then have the opportunity to tailor your learning to suit your career development aspirations through the selection of three electives from a number of modules likely to include leadership, international project management, global marketing and customer relationship management, managing change and management consultancy.

The Dissertation and Research Methods module that runs over semesters 2 and 3 draws your learning together and serves as a capstone module. The dissertation is offered as a choice between a more traditional academic research project or a client-based, consultancy project.

The programme is distinctive in the range of electives modules offered and the opportunity to complete either a more traditional dissertation or a client-based consultancy project. Further, the personal development module serves to enhance employability as well as developing a strong sense of cohort identity.

Educational Aims: The educational aims of the programme are to:

Advance your study of organisations, their management and the changing external context in which they operate.

Develop your ability to apply knowledge and understanding of business and management to complex issues, including the ability to convert theory in to practice from a critical and informed perspective.

Prepare you for a career in business and management by developing skills at a professional level, including development of a range of business knowledge and skills together with self awareness and personal development.

Develop and enhance your range of general transferrable skills and attributes.

Develop your lifelong learning skills as part of continuing personal and professional development.

Programme Learning Outcomes:

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

Programme Learning Outcomes

- PO1. 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.
- PO2. 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.
- PO3. Conceptual understanding that enables critical evaluation of current research and advanced scholarship in business management.
- PO4. 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.
- PO5. Ability to work effectively as a member of a team and will develop the ability to deal with complex issues both systematically and creatively, will make sound judgements in the absence of complete data and communicate their conclusions clearly to specialist and non-specialist audiences.
- PO6. Will be self-aware and reflective and will develop the qualities and transferable skills necessary for career development.
- PO7. Deep understanding of social responsibilities and your role as a global citizen.

Part B: Programme Structure

Year 1

The student must take 180 credits from the modules in Year 1.

Year 1 Compulsory Modules

The student must take 135 credits from the modules in Compulsory Module Choice.

Module Code	Module Title	Credit
UMOCJY-60-M	Management Dissertation and Research Methods 2022-23	60
UMAD47-15-M	Managing Finance 2022-23	15
UMKCQT-15-M	Meeting Customer Needs 2022-23	15
UMOCQW-15-M	People and Organisations 2022-23	15

UMCDRV-15-M	Personal and Professional Development (Business and Management) 2022-23	15
UMSCQV-15-M	Strategic Analysis 2022-23	15

Year 1 Optional Modules

The student must take 45 credits from the modules in Optional Modules.

Module Code	Module Title	Credit
UMKC8M-15-M	Customer Relationship Management 2022-23	15
UMSDF3-15-M	Emerging Markets: The New World Order 2022-23	15
UMKC8P-15-M	Global Marketing 2022-23	15
UMSCUJ-15-M	Innovation, Creativity and Enterprise 2022-23	15
UMMDPS-15-M	International Project Management 2022-23	15
UMOCB6-15-M	Leadership 2022-23	15
UMSCCW-15-M	Management Consultancy 2022-23	15
UMOCB3-15-M	Managing Change 2022-23	15
UMMCYU-15-M	Sustainable Procurement 2022-23	15

Part C: Higher Education Achievement Record (HEAR) Synopsis

The course 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 D: External 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.

Part E: Regulations

Approved to University Regulations and Procedures.