



## **Programme Specification**

### **Business with Digital Management [Frenchay]**

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## **Section 1: Key Programme Details**

### **Part A: Programme Information**

**Programme title:** Business with Digital Management [Frenchay]

**Highest award:** MSc Business with Digital Management

**Interim award:** PGCert Business with Digital Management

**Interim award:** PGDip Business with Digital 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 January 2021

**Programme code:** N29712

## 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 a particular focus on digital management with the opportunity to pursue one additional specialist subject 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 digital business information systems, marketing and operations including digital marketing, the strategic context, organisation studies, human resource management and 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.

In addition to the core modules, you will have the opportunity to select one elective from a number of modules likely to include leadership, international project management, global marketing and customer relationship management, managing

change and management consultancy.

The project module that runs over semesters 2 and 3 draws your learning together and serves as the capstone module of your programme. This is offered as a choice between a more traditional academic research project or a client-based, consultancy project. Your project must be focused on Digital Management.

The programme is distinctive in the range of electives modules offered and the opportunity to complete either a more traditional project 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 165 credits from the modules in Compulsory Modules.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMMDF7-15-M	Digital Business Information Systems 2023-24	15
UMKC8Q-15-M	Digital Marketing 2023-24	15
UMODXH-60-M	Management Project and Research Methods 2023-24	60

UMAD47-15-M	Managing Finance 2023-24	15
UMKCQT-15-M	Meeting Customer Needs 2023-24	15
UMOCQW-15-M	People and Organisations 2023-24	15
UMCDRV-15-M	Personal and Professional Development (Business and Management) 2023-24	15
UMSCQV-15-M	Strategic Analysis 2023-24	15

### Year 1 Optional Modules

The student must take 15 credits from the modules in Optional Modules.

Module Code	Module Title	Credit
UMKC8M-15-M	Customer Relationship Management 2023-24	15
UMSDF3-15-M	Emerging Markets: The New World Order 2023-24	15
UMKC8P-15-M	Global Marketing 2023-24	15
UMSCUJ-15-M	Innovation, Creativity and Enterprise 2023-24	15
UMMDPS-15-M	International Project Management 2023-24	15
UMOCB6-15-M	Leadership 2023-24	15
UMSCCW-15-M	Management Consultancy 2023-24	15
UMOCB3-15-M	Managing Change 2023-24	15
UMMCYU-15-M	Sustainable Procurement 2023-24	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.