Programme Specification

Accounting and Business Management {Foundation} [Frenchay]

Version: 2027-28, v1.0, Validated

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Accounting and Business Management {Foundation} [Frenchay]

Highest award: BA (Hons) Accounting and Business Management

Interim award: BA Accounting and Business Management

Interim award: DipHE Accounting and Business Management

Interim award: CertHE Accounting and Business Management

Awarding institution: UWE Bristol

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: No

Sandwich year: Yes

Credit recognition: No

School responsible for the programme: CBL Bristol Business School, College of Business and Law

Professional, statutory or regulatory bodies:

Association of Chartered Certified Accountants (ACCA)

Chartered Institute of Management Accountants (CIMA)

Institute of Chartered Accountants in England and Wales (ICAEW)

Modes of delivery: Full-time, Sandwich

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

For implementation from: 01 September 2025

Programme code: N4NQ13

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: The BA in Accounting and Business Management is a dynamic, integrated, multidisciplinary programme designed in collaboration with employers, stakeholders and business experts to equip graduates with a diverse skill set for succeeding in the modern business environment.

The programme is the result of the combination of strengths and synergies between two areas of the Business School: Accounting and Finance, and Business Management.

By combining numeracy and advanced analytical skills with critical thinking, effective communication, problem-solving and leadership abilities, this multidisciplinary programme prepares students to address a wide range of business challenges with solid accounting foundations.

The programme is designed for individuals seeking to enhance their managerial capabilities by integrating them with technical expertise, enabling the analysis of financial information and the capacity to formulate and effectively communicate strategic decisions.
Upon completion of the programme, graduates are well-positioned to pursue diverse career opportunities in accounting, corporate departments, banking, marketing, and retail sectors. The curriculum includes areas such as accounting and finance for decision-makers, information systems, business strategy, marketing, human resource management, ethics, and entrepreneurship, ensuring a well-rounded understanding of key business functions.

The multidisciplinary and profound understanding of the different business areas within organisations are distinctive of this joint-programme and inform the cohort identity in a distinctive manner. Learners are trained to be corporate managers with

technical skills that represent a competitive advantage in an increasingly complex business landscape. The programme is also a potential launch pad for further studies in the business area.

Additionally, the programme is designed to empower graduates to thrive in the global business environment, fostering the development of personal and professional skills such as ethical decision-making and reflective practice, which are crucial for lifelong learning and career advancement.

Level 4 is shared with the Accounting and Finance programme, providing students with knowledge in business and essential professional skills. This means that after the first year, learners have the opportunity to decide whether to continue this programmatic path or switch to the more technical and specialized degree in Accounting and Finance (or vice versa) providing a distinctive flexibility which supports the self-aspirations discovery by learners. Subsequent levels build upon the foundations laid in the early years, with the third year focusing on more advanced topics in accounting, finance and management from the perspective of decision makers while further enhancing students' professional development.
The culmination of the learning journey occurs in the final year, where students engage in a professional project that showcases their leadership abilities and capacity to manage complex projects effectively in Work Integrated Business Strategy. Additionally, the final year offers a range of multidisciplinary options, allowing students to specialise in areas aligned with their interests and career goals, including the opportunity to achieve some professional exemptions.

A distinctive feature of the UWE programme is the creation of a comprehensive e-portfolio, which serves as a reflective narrative of the students' academic and personal growth, aligned with the university's emphasis on employability and holistic development.

The portfolio is also a key feature of personalised learning journey through which every learner is encouraged to become partner in the learning process and an autonomous learner who can develop in areas of need with support of formative feedback and progress coaches.

The foundation year provides students with a springboard from which to really succeed in the rest of their programme. It develops confidence, learning mindsets, foundational knowledge, scholarly skills, and a community and sense of belonging.

Features of the programme: This programme has the following distinctive features:

A confidence-building, scaffolded, programmatic foundation year: This makes students feel part of the university, whilst developing the key scholarly and professional development skills that give them a good start for the rest of their degree.

Versatile Skill Development: Emphasising a broad skill set, including technical competencies, digital capability, critical thinking, ethical principles, and effective communication. The goal is to produce graduates who are not only prepared for the workforce but also primed to excel and innovate.

Practical Approach (Practice-led programme): Rooted in practical application, the curriculum coherently integrates the latest research in areas such as governance, business management, accountability, and sustainability, providing students with hands-on experience and valuable insights.

Embrace of Digital Tools: Recognising the significance of digital literacy, the programme incorporates cutting-edge digital technologies into teaching methodologies, equipping students to leverage digital tools proficiently.

Commitment to Sustainability: Through immersive real-world case studies, students are prompted to appreciate and explore their role in fostering a sustainable future, fostering a mindset of responsibility and stewardship.

Industry Engagement: Close collaboration with employers, entrepreneurs, and professional organisations encourages students to explore diverse applications of their acquired skills. Enriching activities such as access to industry-leading financial databases and guest lectures offer invaluable networking opportunities.

Authentic Assessments: Offering a range of authentic assessments and simulations, the programme is tailored to empower future professionals in the Accounting and Business Management sector.

Professional Development Stream: A distinctive aspect of the programme is its professional development stream, cutting across the programme as a core module in level 4, 5, and 6. This stream aims to capture graduates' growth journey, providing them with a cohesive narrative of their educational experience to present to prospective employers and to enable them to become reflective professionals able to achieve long-life learning.

Interdisciplinary Approach: This programme is the result of a fusion between the expertise of Business Management and Accounting and Finance. It aims to cultivate managers who can think strategically, taking into account various dimensions and approaching problems from diverse angles and perspectives.

Optionality: The programme offers a choice of optional modules to allow learners to specialise in particular areas of interest.

Educational Aims: The overarching educational aims of the BA(Hons) Accounting and Business Management programme are to equip students with a comprehensive skill set that cut across the domain of Accounting and Finance, and Business Management. Through a multidisciplinary approach, the programme seeks to foster critical thinking, effective communication, and problem-solving abilities alongside advanced analytical skills. By integrating technical expertise with managerial capabilities, students are prepared to analyse financial data, formulate strategic decisions, and navigate complex business challenges. The curriculum is designed to provide a solid foundation in key business functions such as accounting, finance, marketing, and human resource management, fostering a well-rounded understanding of organizational dynamics. Furthermore, the programme aims to instil ethical decision-making, reflective practice, and lifelong learning habits essential for personal and professional development. Through experiential learning opportunities, including authentic assessments such as business reports,

simulations, case studies and projects, and multidisciplinary options, students are encouraged to explore their interests and align their studies with their career aspirations. Overall, the programme aims to produce graduates who are adaptable, innovative, and well-prepared to succeed in diverse roles within the global business landscape and to thrive in their lives after graduation.

The programme supports the UWE Bristol widening participation strategy by enabling students to undertake a foundation year before progressing to Level 4 of the programme.

Programme Learning Outcomes:
On successful completion of this programme graduates will achieve the following learning outcomes.

Programme Learning Outcomes

PO1. Understand and critically apply accounting, finance and business management theories and techniques.

PO2. Demonstrate critical application of knowledge to research and propose solutions to challenging problems in accounting and business management.

PO3. Communicate effectively in a variety of media.

PO4. Collaborate effectively in a team setting.

PO5. Apply reflective skills to plan and manage their professional futures.

PO6. Apply ethical judgement to inform business practices which encourage sustainability and to reflect on individual social responsibilities as part of a sustainable global future.

Assessment strategy: The programme aims to maximise students' employability by developing both their professional skills and technical competencies crucial for real-world success. Consequently, we prioritise applying technical knowledge to practical scenarios, fostering problem-solving skills among financial decision-makers. To enhance engagement and learning, our assessment strategy emphasizes authentic assessments. Additionally, professional skills such as communication and teamwork are developed through case studies, group projects, presentations, and professional

reports, both formatively and summatively. Exams validate knowledge and competencies necessary for professional body exemptions (ICAEW, CIMA, and ACCA) in accredited modules. Inclusive learning principles guide our assessment design, ensuring a supportive environment for all learners to showcase their achievements. The programme underscores professional development through an assessed e-portfolio, offering a coherent narrative of students' educational journey and evidence for employers. Continuous formative support is embedded, providing feedback through various channels and early intervention for students needing extra assistance. Our evaluation approach blends assessment of learning with assessment for and as learning, fostering continuous growth and personalisation of the student experience to equip future accounting and business management professionals with a diverse skill set.

The foundation year of study has a focus on the acquisition both of appropriate academic skills and of an awareness of the relevance to a range of future professional lives in the disciplines of law, economics, accounting, business, marketing, events and management. Students are encouraged to develop as reflective learners and to understand the importance of the UWE graduate values. The learning, teaching and assessment methods are designed to engage students.

The foundation year is designed to support students in getting ready for the rest of their programme, and to start the exploration of their professional identities and development plans. It focusses on supporting students to celebrate their strengths and plan for improvement in areas that need attention. In so doing, it gives students the opportunity to focus on development in a confidence-building setting. Assessment is principally through portfolio assessments, giving students the space to demonstrate their learning and development over time.

Student support: Learning Resources

Student learning is fully supported by UWE Library Services through print and electronic resources and a variety of learning spaces. Additional support is provided through the library by means of information and academic skills sessions and self-

directed online tutorials available via the University Study Skills website, supported by the online library enquiry service. There is excellent access to electronic resources both on and off campus, facilitated by the extensive student computing network and Wi-Fi, and access to accounting and business database. This supports students and facilitates their access to digital technologies.

All modules make use of VLE (Virtual Learning Environment) for web-enhanced delivery and for communications with students. All modules have teaching/learning resource booklets.

Student Support and Guidance

Student support for all issues relating to the content, delivery and assessment of modules is provided by Module Leaders, and for more general academic and professional concerns, by Programme Leaders.

At each level students are supported by Personal Tutors, an academic member of staff who will have access to information on the performance and profile of the student, allowing them to effectively support students' personal and academic development. This is an academic role and where students have problems of a personal nature they are to be referred as appropriate to UWE Student Services Student Advisors and to UWE Careers regarding employability issues.

Student Advisors provide timely, accurate and confidential advice where necessary on all aspects of the provision, for example coursework and examination arrangements, extenuating circumstances procedures, progression counselling, as well as personal issues such as problems with studying or meeting deadlines, financial matters, ill health and so on, including when relevant how to access the wider support provided by the University.

The UWE Careers Placement Support Team provides extensive support for students in preparation for their placement period and acts as a recruitment service for employers.

Students and graduates are also supported by UWE Careers who help them to access skills, experience and knowledge to improve their employability prospects. They can access support around finding vacancies for work experience, volunteering, part time work and internships, as well as events and workshops. There is specialist support for international students including specific resources developed for a range of countries where students are recruited from. Students are introduced to the service during the induction to the course and are encouraged to use the service all through their undergraduate programme and for three years after graduation.

All students take part in an Induction programme at the start of their studies. Separate induction events are arranged for students who arrive as direct entrants at Levels 5 and 6. All new students are provided with a short Student Handbook to help them through their first weeks at university and to act a guide to the complex information environment in which they now find themselves. Together with the student portal my UWE, the University's Essential Student Information web pages provide support and the more detailed and up to date information to students.

An important part of the programme is the involvement of students. Two or three student representatives are elected to serve on the Student Representatives and Staff Forum meetings that are held each term to discuss issues raised by students in relation to their experience of studying at UWE and on the programme. The meetings are arranged by cluster group and are chaired by programme Leaders. 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. Any issues raised are taken forward by Programme Leaders.

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.

In addition to the above The University's Student Services offers a range of services to support students during their time at University and beyond.

Part B: Programme Structure

Year 1

Full time and Sandwich students must take 120 credits from the modules in Year 1.

Year 1 Compulsory Modules (Full time and Sandwich)

Full-time and Sandwich students must take 120 credits from the Compulsory Modules (Full time and Sandwich)

Module Code	Module Title	Credit
UMCTEB-90-0	Foundational Concepts in Business and Law 2027-28	90
UMCTEC-30-0	Foundations in Professional and Personal Development Planning 2027-28	30

Year 2

Full time and Sandwich students must take 120 credits from the modules in Year 2.

Year 2 Compulsory Modules (Full time and Sandwich)

Full time and Sandwich students must take 120 credits from the Compulsory Modules (Full time and Sandwich)

Module Code	Module Title	Credit
UMADYG-15-1	Business Law 2028-29	15
UMADY4-30-1	Fundamentals of Financial Accounting 2028-29	30
UMADY5-30-1	Fundamentals of Management Accounting 2028-29	30
UMADY3-15-1	Principles of Economics 2028-29	15
UMADY6-30-1	Statistics, Information Skills and Professional Development 2028-29	30

Year 3
Full time and Sandwich students must take 120 credits from the modules in Year 3.

Year 3 Compulsory Modules (Full time and Sandwich)
Full time and Sandwich students must take 105 credits from the Compulsory Modules (Full time and Sandwich)

Module Code	Module Title	Credit
UMATAU-30-2	Data Analytics, Research and Professional Advancement (AABM) 2029-30	30
UMADYK-30-2	Management Accounting and Business Finance 2029-30	30
UMADYJ-30-2	Managing People and Organisational Behaviour 2029-30	30
UMATH9-15-2	Marketing for Managers 2029-30	15

Year 3 Optional Modules (Full time and Sandwich)
Full time and Sandwich students must take 15 credits from the Optional Modules (Full time and Sandwich)

Module Code	Module Title	Credit
UMAD5N-15-2	Credit Management: Theory and Practice 2029-30	15
UMADYH-15-2	Financial Crime 2029-30	15

Year 4
Full time students must take 120 credits from the modules in Year 4.
Sandwich students must take 15 credits from the modules in Year 4.

Year 4 Compulsory Modules (Full time)
Full time students must take 60 credits from the Compulsory Modules (Full time)

Module Code	Module Title	Credit
UMADYM-30-3	Strategic Finance and Sustainable Business 2030-31	30

UMATAV-30-3	Work Integrated Business Strategy (AABM) 2030-31	30

Year 4 Optional Modules (Full time) Group A
Full time students must take 30 credits from the Optional Modules (Full time) Group A.

Module Code	Module Title	Credit
UMADYA-15-3	Financial Technology 2030-31	15
UMOTAW-30-3	Humans vs AI: Leading and managing change for future organisations 2030-31	30
UMADYB-15-3	International Finance 2030-31	15
UMAD5R-15-3	Personal Financial Planning 2030-31	15

Year 4 Optional Modules (Full time) Group B
Full time students must take 30 credits from the Optional Modules (Full time) Group B.

Module Code	Module Title	Credit
UMAD5W-15-3	Credit Risk Analysis and Management 2030-31	15
UMAD5X-15-3	Investment Management 2030-31	15
UMATBW-15-3	Market Analysis for Private Investors (AABM) 2030-31	15
UMSTAX-30-3	Project Management with Data Analytics 2030-31	30

Year 4 Optional Modules Placement (Sandwich)
Sandwich students must take 15 credits from the modules in Optional Modules Placement (Sandwich)

Module Code	Module Title	Credit

UMAT9D-15-3	Learning and Development on Study Year Abroad (Accounting, Economics and Finance) 2030-31	15
UMAT9C-15-3	Placement Learning (Accounting, Economics and Finance) 2030-31	15

Year 5
Sandwich students must take 105 credits from the modules in year 5.

Year 5 Compulsory Modules (Sandwich)
Sandwich students must take 60 credits from the Compulsory Modules (Sandwich).

Module Code	Module Title	Credit
UMADYM-30-3	Strategic Finance and Sustainable Business 2031-32	30
UMATAV-30-3	Work Integrated Business Strategy (AABM) 2031-32	30

Year 5 Optional Modules (Sandwich)
Sandwich students must take 45 credits from the Optional Modules (Sandwich).

Module Code	Module Title	Credit
UMAD5W-15-3	Credit Risk Analysis and Management 2031-32	15
UMADYA-15-3	Financial Technology 2031-32	15
UMOTAW-30-3	Humans vs AI: Leading and managing change for future organisations 2031-32	30
UMADYB-15-3	International Finance 2031-32	15
UMAD5X-15-3	Investment Management 2031-32	15
UMATBW-15-3	Market Analysis for Private Investors (AABM) 2031-32	15
UMAD5R-15-3	Personal Financial Planning 2031-32	15

UMSTAX-30-3	Project Management with Data Analytics 2031-32	30

Part C: Higher Education Achievement Record (HEAR) Synopsis

This is a multidisciplinary programme designed with industry input to provide graduates with a versatile skill set for success in contemporary business. Integrating strengths from Accounting and Finance with Business Management, it combines numeracy, critical thinking, and communication skills to tackle diverse business challenges. Graduates gain a solid foundation in corporate financial analysis and strategic decision-making, and as a result are equipped for managerial careers in various business sectors. The curriculum spans accounting, finance, business strategy, marketing, and more, fostering a holistic understanding of business functions. The programme offers flexibility for learners to personalise their journey. Notably, a comprehensive personal and professional portfolio highlights personal and academic growth, promoting lifelong learning and employability.

Part D: External Reference Points and Benchmarks

The programme has been carefully designed in alignment with the FHEQ benchmark statements for both Accounting and Business Management, with a specific focus on fostering knowledge acquisition, application, and the development of a versatile set of skills.

Our programme's learning outcomes have been shaped by graduate attributes, which embody the essence of our programme design vision. These learning outcomes encompass three key categories: technical competencies and application of knowledge, professional skills, and professional responsibility.

Moreover, the programme and its content have been tailored to embrace and reflect the UWE 2030 strategy.

As an accredited programme by ICAEW, CIMA, and ACCA, our curriculum for

accredited modules aligns with the syllabus required by professional bodies, with assessment strategies designed to meet their standards.

Part E: Regulations

Approved to University Regulations and Procedures: Academic regulations and procedures - Academic information | UWE Bristol

It is the Award Board's responsibility to determine whether the student's attainment at FHEQ Level 3 is sufficient to progress to Level 4.