

CORPORATE AND ACADEMIC SERVICES

PROGRAMME SPECIFICATION

Part 1: Basic Data		
Awarding Institution	UWE	
Teaching Institution	UWE	
Delivery Location	Frenchay	
Faculty responsible for programme	Faculty of Business and Law	
Department responsible for programme	Business & Management; Accounting Economics & Finance	
Modular Scheme Title	Bristol Business School Undergraduate Scheme	
Professional Statutory or Regulatory Body Links		
Highest Award Title	BA(Hons) General Business FT or SW	
Default Award Title		
Fall-back Award Title		
Interim Award Titles	BA General Business DipHE General Business CertHE General Business	
UWE Progression Route		
Mode(s) of Delivery	FT / SW	
Codes	UCAS: ISIS2: N90A	JACS: N100 HESA:
Relevant QAA Subject Benchmark Statements	General Business & Management	
CAP Approval Date	22 May 2014	
Valid from	1 September 2014	
Valid until Date	1 September 2020	
Version	2	

Part 2: Educational Aims of the Programme

The BA (Hons) General Business aims to provide a general business education, which progresses from basic disciplines through functional areas with the opportunity to study specialist options.

The overall objective is to provide a general foundation for the world of work by providing students with the opportunity to analyse and evaluate business organisations and to understand the way in

Part 2: Educational Aims of the Programme

which they operate. In addition students are required to identify and analyse business problems and evaluate alternative solutions. This work is set against a background of the environment in which businesses operate. The programme's philosophy is underpinned by a commitment to developing students as independent autonomous learners.

The programme aims to:

- teach academically challenging and relevant modules in one or more fields of study of business
- equip students with the broad range of skills, understanding and knowledge employed in a wide range of business professions and sectors.
- impart a broad range of skills: discipline specific, cognitive and general transferable skills, which, together with the points above provide the student with a sound basis for further study.
- acknowledge the wide diversity of students and their interests through a flexible programme, enabling the student to choose between a variety of modules in order to meet their particular educational needs and to foster their individual development.

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

This course provides a general business education, equipping students with the business knowledge and skills for a career in a complex business world. Students study an individually negotiated study programme to support students in their future career aspirations. Successful completion of the programme requires students to be independent, analytical and critical. It will also require a general theoretical and practical knowledge of a broad range of business functions and disciplines.

Part 3: Learning Outcomes of the Programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding of general business disciplines as well as the qualities, skills and other attributes in the following areas:

A. Knowledge and Understanding (subject specific)

The student's agreed programme of study will require the student to demonstrate the acquisition of:

- a) Substantial factual and theoretical awareness of their chosen general business discipline(s).
- b) A critical awareness of the main issues in their chosen general business discipline(s)

B. Intellectual Skills (generic)

The student's agreed programme will include a range of modules in the chosen business subject area(s) which develop a range of intellectual skills comparable with those in other programmes within the subject.

C. Subject/Professional/Practical Skills (subject specific)

The student's agreed programme will require the demonstration of a range of practical business skills appropriate to the relevant subject area(s) and consistent with subject benchmarks and other programmes in the chosen field(s).

D. Transferable Skills and other attributes (generic)

The student's agreed programme will require the demonstration of a range of transferable business skills consistent with other programmes in the chosen subject area(s). For example, the ability to:

- a) Work effectively alone.
- b) Work effectively in groups.
- c) Present, discuss and defend ideas concepts and views through formal and informal written and spoken languages.
- d) Extract, process and present numerical information for a given purpose.
- e) Use information technology.
- f) Manage own time and workload.
- g) Take responsibility for own learning.
- h) Reflect on own performance and respond positively to feedback.
- i) Transfer knowledge and skills across different settings.
- j) Develop a strong sense of self and the life-long learning skills to make an ongoing contribution to society at large.

Part 4: Student Learning and Student Support

Teaching, learning and assessment strategies to enable learning outcomes to be achieved and demonstrated

At UWE, Bristol there is a policy for a minimum average requirement of 12 hours/week contact time over the course of the full undergraduate programme. This contact time encompasses a range of face-to-face activities as described below. In addition a range of other learning activities will be embedded within the programme which, together with the contact time, will enable learning outcomes to be achieved and demonstrated.

On the BA General Business programme teaching is a mix of scheduled, independent and placement learning:

Scheduled learning includes lectures, seminars/workshops, 'lectorials' (a mix of lecture and seminar),

Part 4: Student Learning and Student Support

'webinars' (synchronous online seminars) group project supervision and individual supervision, some of which may also be facilitated in an online environment. Scheduled sessions may vary slightly depending on the module choices made.

Independent learning includes hours engaged with essential reading, preparation for classes, reviewing lecture content, case study preparation, assignment preparation and completion, exam revision etc. Scheduled sessions may vary slightly depending on the module choices made.

Placement learning: either:

- **Placement option** - A minimum of 40 weeks in employment
- **Study Year Abroad option** - Two semesters of study (a minimum of 36 weeks at a partner institution abroad)

Description of Distinctive Features and Support

The overarching aim of the Faculty's Learning Teaching & Assessment Strategy is *'to maximise student achievement (both in relation to award classification and to employability) and student satisfaction whilst maintaining appropriately rigorous academic standards and supporting the university's vision of becoming an inclusive and welcoming learning community, actively engaged with global society and based on values of mutual respect, critical engagement and self-awareness'*.

The supporting objectives of the strategy are the:

- further development of intellectually vibrant, highly reflective, mutually respectful and diverse student and staff learning communities within the Faculty
- increase in the use of links with the world external to UWE (including professional accreditation where possible) to inform curriculum design and delivery and provide lifelong learning opportunities
- provision of an effective, efficient and supportive infrastructure for learning (organisation and management of programmes, student advice, communication with students etc)
- appropriate design and flexible delivery of curricula which provide an intellectually stimulating learning experience enabling students to develop as highly employable and internationally aware lifelong learners
- provision of effective support for students making the transition to learning at UWE
- provision of effective and ongoing developmental support for all staff
- use of effective strategies for assessment for learning

Curriculum Design Content & Organization

The programme is delivered within the Business School Undergraduate Scheme, which allows credit accumulation and flexibility in the student learning process. Students follow an individually negotiated study programme agreed with the Programme Manager.

The Scheme is structured on the basis of 15 and 30 credit semesterised modules. Each semester consists of a 12 week teaching block following by a period of assessment. In each semester students 60 credits (3 modules) each semester and 120 credits per level (6 modules in total).

The programme is organised within and between each of the three levels, where it is designed to provide a coherent set of modules at each level and to allow students to develop and progress through each level; in relation to knowledge and understanding, cognitive, subject-specific and study skills.

Teaching, Learning & Assessment

The teaching, learning and assessment strategy of the Faculty encourages students to assume

Part 4: Student Learning and Student Support

responsibility for many 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 their learning and to view that learning as an ongoing process over which they have some control, about which they are able to make active choices, and which they are free to challenge.

To achieve this, an appropriate blend of learning approaches and opportunities have been integrated throughout the programme with an overall emphasis on active student participation. The Faculty 'blend' consists of face to face learning in large and small groups (lectures and seminars/ workshops) supported by on-line learning Blackboard, together with exposure to real life examples through case studies, occasional organisational visits and guest practitioner speakers. There is a significant requirement for students to work independently throughout the programme – both individually and in groups - with the level of this independence increasing as the student moves from level one to level three.

The teaching and learning methods used in the programme intend to challenge the existing perspectives of the students and encourage creative thinking. Thus many of the approaches used, including those that are case based, set concepts and problems in a wide range of contexts to add depth and complexity and to ensure an applied focus.

Teaching is based on research literature, professional experience and significant use of debate and discussion. Through didactic pedagogy students are challenged to defend their thinking. Students are recommended to opt for one of the Level 3 Projects to allow them to explore a substantial issue relevant to their developing business interests utilising appropriate concepts, frameworks and methodologies in a highly independent manner.

Assessment is an integral part of the teaching and learning process. Students are exposed to a variety of assessment methods that test their ability to integrate theory and practice and which promote the growth of their life-long learning skills. Assessment feedback helps students to ascertain their learning strengths and weaknesses and continuing development needs.

Assessments are designed to facilitate a progression through differing levels of complexity at each level of study:

- At level 1, a sound knowledge of the basic concepts of a subject.
- At level 2, a sound understanding of the principles of the field of study and the ability to apply these principles more widely.
- At level 3, an understanding of a complex body of knowledge, some of it at the current boundaries of the academic discipline.

Learning Resources

All modules make use of Blackboard for web-enhanced delivery to at least the recommended minimum standard and for communications with students. All modules have teaching/learning resource booklets and most have set texts in accordance with the university's Reading Strategy. Additional support is provided through the library and an extensive student computing network.

Students are directed towards the University Library [online resources](#) for the development of skills appropriate to the level and style of each module. Students will be directed on how the resources on this site should be used to develop the skills that will underpin their studies in module handbooks and/or via Blackboard.

Additional support is provided through the library by means of information skills sessions embedded at module level and self directed online tutorials. There is also an extensive programme of regular workshops including referencing management, database searching and finding journal articles. The

Part 4: Student Learning and Student Support

library offers zoned space from silent to group study and student bookable rooms. There is excellent access to electronic databases on campus through the extensive student computing network and wifi. Most databases are also available off campus and supported by the online library enquiry service.

Student Support & 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 Managers.

At each level students are supported by Academic 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. In addition, students can seek support from the Faculty's Academic Success Centre, an initiative intended to support the learning of all students within the faculty by offering one-to-one appointments to discuss individual learning issues and workshops covering a range of topics relevant to learning.

These Student Services 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. This service is supported by extensive online resources.

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 intending to go on study year abroad are equally well supported by staff from the international development/ERASMUS and collaborative provision teams. All students will be prepared for living, working and studying overseas during level two.

Students and graduates are also supported by UWE Careers who help them to access skills, experience and knowledge to improve their employability prospects. The service provides high quality and professional advice and guidance focusing on enabling them to take control of and responsibility for their own career planning and progression/development. They can access support around finding vacancies for work experience, volunteering, part time work and internships, as well as events and workshops. UWE Careers provides recruiter facing services including advertising graduate job vacancies, work experience and volunteering opportunities, and running both undergraduate and graduate internship schemes. There are also part time jobs advertised by the Student Union Jobshop. 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 2 & 3.

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 myUWE, 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 & 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

Part 4: Student Learning and Student Support

managers. 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 managers. 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.

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:

- University Health Centre and general advice on Staying Healthy;
- Careers and employability, advice on choosing a career, and finding student and graduate vacancies;
- UWE volunteering, opportunities for students to get involved in the local community through the Community Volunteer Programme;
- Student Advisors & Counselling for anything from exam stress to homesickness and depression;
- The Living Centre, for support with faith and spiritual matters;
- Global student support, to help international students to make the most of living and studying in the UK;
- Managing disability and dyslexia, to get help with all disability related support needs;
- Money and Visas, for financial check-ups, or help with UK visas.

Part 5: Assessment

Approved to [University Regulations and Procedures](#)


Assessment Strategy

The assessment strategy that enable the learning outcomes to be achieved and demonstrated is articulated within each module specification. The faculty supports the University's current Academic Regulations and Procedures, and its requirement for controlled conditions to apply to part of the assessment of every module. The programme encompasses a range of **assessment methods** for controlled and non-controlled conditions assessment including: invigilated timed assignments including examinations, presentations, in-class tests, self and peer assessments, posters, individual and group projects and supervised mini-projects, dissertations, personal development portfolios and employer and self-assessment of the placement.

Part 6: Programme Structure

Students follow an individually negotiated study programme of modules from the Business School Undergraduate Scheme subject to any restrictions imposed by module pre-requisites, co-requisites and excluded combinations. Student choice may also be restricted by timetabling considerations.

ENTRY

	Level 1	<p>Compulsory modules</p> <p>None</p>	<p>Optional modules</p> <p>All modules are optional subject to the approval of the subject specialists involved in negotiating programme</p>	<p>Interim Awards:</p> <p>Certificate of Higher Education General Business</p> <p>120 credits</p>
	level 2	<p>Compulsory modules</p> <p>None</p>	<p>Optional modules</p> <p>All modules are optional subject to the approval of the subject specialists involved in negotiating programme</p>	<p>Interim Awards:</p> <p>Diploma of Higher Education General Business</p> <p>240 credits with a minimum of 100 credits at Level 2 or above</p>
	Year Out	<p>Placement or Study Year Abroad (SYA):</p> <p>Students taking the sandwich (SW) programme must choose one of the following options both of which aim to enable students to contextualise their academic learning in an applied business and/or cultural context:</p> <ol style="list-style-type: none"> 1. Work Placement (a minimum of 40 weeks in employment) normally in the field relevant to the specialism of the degree of International Business. In addition, on return to the university, students must select a level 3 Work Based Project topic relevant to their degree specialism of International Business. 2. Study Year Abroad, which consists of two semesters of study (a minimum of 36 weeks at a partner institution abroad). In addition, on return to the university, students must select a level 3 Critical Business Enquiry Project topic relevant to their degree specialism of International Business. <p>Whilst on Placement students complete study a 15 credit level 3 module, Learning, Enquiry & Development on Placement (UMCD9X-15-3) to assess the student's personal development from the experience of placement and their ability to identify issues relevant to their Placement's organisational context and to then frame, scale and position a critical work-based enquiry for the Work Based Project that they will complete on return to university.</p> <p>Whilst on Study Year Abroad students complete a 15 credit level 3 module, Learning & Development on Study Year Abroad (UMCD9Y-15-3), to assess to assess the student's personal development from the experience of SYA and their ability to evidence cross-cultural awareness and analysis of the country in which they have been studying.</p> <p>To be eligible for either Placement or SYA students must have passed a minimum of 210 credits</p>		
	level 3	<p>Compulsory modules</p> <p>None</p>	<p>Optional modules</p> <p>All modules are optional subject to the approval of the subject specialists involved in negotiating programme</p>	<p>BA (Hons) General Business</p> <p>360 credits with a minimum of 100 credits at Level 2 and 100 credits at Level 3</p> <p>BA General Business</p> <p>300 credits with a minimum of 100 credits at Level 2 and 100 credits at Level 3</p>

GRADUATION

Part 7: Entry Requirements

Registration on this award is not permitted without prior registration on a programme of study from the Bristol Business School Undergraduate Scheme within the Faculty of Business & Law.

Part 8: Reference Points and Benchmarks

The following reference points and benchmarks have been used in the design of the programme:

- Subject benchmark statements (as appropriate for the discipline)
- [QAA UK Quality Code for HE](#)
- [University strategies and policies](#)

Staff research projects : where ever possible staff are encouraged to utilize their research – and that of colleagues – to inform their teaching, both in terms of content and pedagogic approach.

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications, available on the [University's website](#).