



## Curriculum and Course List

### **BA BM**

The Business Administration (BABM) curriculum of the University of the West of England (UWE) is implemented in the 4th year, known as the "top-up" stage, after students have completed the BTEC HND program and mandatory subjects for Vietnamese citizens as regulated by the Ministry of Education and Training (MOET). Upon completion, students receive a Bachelor of Business Administration degree awarded by the University of the West of England.

### **BA IBM**

The International Business Administration (BA IBM) curriculum of the University of the West of England (UWE) is implemented in the 4th year, known as the "top-up" stage, after students have completed the BTEC HND program and mandatory subjects for Vietnamese citizens as regulated by the Ministry of Education and Training (MOET). Upon completion, students receive a Bachelor of International Business Administration degree awarded by the University of the West of England.

### **BA EM**

The Business & Events Management (BA EM) curriculum of the University of the West of England (UWE) is implemented in the 4th year, known as the "top-up" stage, after students have completed the BTEC HND program and mandatory subjects for Vietnamese citizens as regulated by the Ministry of Education and Training (MOET). Upon completion, students receive a Bachelor of Business & Events Management degree awarded by the University of the West of England.

## **YEAR 1**

### **The Contemporary Business Environment**

This module explores different types of organisations, their structures, operations, and relationships with stakeholders, while examining how external factors shape business strategy and decision-making. Students will develop analytical thinking, commercial awareness, and essential business skills that provide a strong platform for future study and professional success; also gain a strong foundation in the world of modern business and discover how organisations operate in an increasingly dynamic global environment.

### **Marketing Processes and Planning**

This module discovers the power of marketing in shaping successful businesses and brands. This module introduces the core principles of marketing, consumer-focused strategies, and the marketing mix, while providing practical experience in developing effective marketing plans. Through real-world case studies and business applications, students will build creative, analytical, and strategic skills relevant to careers in marketing, business, and entrepreneurship.

### **Management of Human Resource**

This module introduces the key principles and practices of Human Resource Management, including recruitment, employee engagement, training and development, performance management, and employment relations. People are at the heart of every successful organisation. Students will gain practical people-management skills and an understanding of how HR contributes to organisational growth, culture, and long-term success.

### **Accounting Principles**

This module develops a solid understanding of the financial foundations of business. This module introduces essential accounting principles and practices, including budgeting, financial reporting, management accounting, and performance analysis. Students will gain practical financial skills while exploring the importance of ethics, transparency, and sustainability in modern accounting and business decision-making.

### **Leadership and Management**

This module explores what makes effective leaders and successful managers in today's business world by examining leadership theories, management styles, motivational strategies, and performance management techniques that drive organisational success. Students will develop the confidence, communication, and

decision-making skills needed to lead teams and contribute effectively in professional environments.

### **Managing a Successful Business Project**

This module applies your knowledge to real-world business challenges through an engaging project-based learning experience. In this module, students will conduct independent research, analyse business issues, and develop practical solutions within a professional context. The module also strengthens project management, communication, presentation, and problem-solving skills highly valued by employers.

### **Business Law**

This module develops an understanding of the legal framework that shapes modern business operations; explores key areas of business law, including company formation, shareholder rights, director responsibilities, employment law, and market regulation. Students will learn how legal principles apply in real business situations while developing practical knowledge essential for responsible and effective business practice.

### **Innovation and Commercialisation**

This module introduces students to the principles of creativity, innovation management, and commercial development within organisations. Innovation drives growth and competitive advantage in today's fast-changing economy. Students will explore how businesses transform ideas into successful products, services, and opportunities while developing innovative thinking skills for future careers.

## **YEAR 2**

### **Statistics for Management**

This module introduces students to statistical methods used in business analysis and management decision-making. Data-driven decision-making is a key skill in modern business. Students will learn how to interpret data, identify trends, and apply analytical techniques to support informed business strategies and professional problem-solving.

### **Business Strategy**

This module explores how organisations achieve long-term success through strategic thinking and planning. The module examines key strategic management theories, models, and frameworks used to guide organisational direction and decision-making. Students will develop the analytical and strategic skills needed to contribute effectively to business growth and competitive advantage.

## **Organisational Behaviour Management**

This module explores how people, culture, and workplace dynamics influence organisational performance. The module examines key theories of organisational behaviour, including teamwork, communication, leadership, motivation, and organisational culture. Students will develop essential interpersonal and management skills that support effective collaboration and inclusive workplace practices.

## **Research Project**

This module enables students to advance their academic and professional skills through independent research. Students will investigate a contemporary business topic related to their specialist pathway while developing skills in research design, data analysis, critical thinking, and professional presentation. The module provides valuable experience in producing research that supports informed business decisions and professional development.

## **Modules in Management pathway**

### **Principles of Operations Management**

This module introduces the key concepts and practices of operations and supply chain management. Students will explore process improvement, quality management, logistics, and operational strategy while gaining practical insights into how organisations optimise performance and maintain competitive advantage across industries.

### **Managing and Leading Change**

This module explores the drivers of organisational change, the impact of change on people and performance, and the strategies used to lead successful transformation. Students will develop practical skills in planning, implementing, and responding effectively to change within professional environments.

### **Global Business Environment**

This module examines the opportunities and challenges of operating in an interconnected global economy. Students will explore international business environments, global market influences, and the strategies organisations use to expand and manage their international presence. The module develops a global mindset and the analytical skills required to navigate complex international business contexts.

## **Modules in Marketing pathway**

## **Marketing Insights and Analytics**

This module explores consumer behaviour and the ways organisations use data to develop effective marketing strategies. Students will examine customer motivations, purchasing behaviour, digital influences, and customer experiences through marketing theories and real-world business applications. The module develops analytical and strategic thinking skills essential for modern marketing careers.

## **Integrated Marketing Communications**

This module introduces the principles of marketing communications, promotional strategies, branding, and audience engagement across multiple communication channels. Through practical business applications, students will develop creative and professional skills relevant to careers in marketing, communications, and brand management.

## **Digital Marketing**

This module explores the tools, techniques, and strategies used in digital marketing to build brand awareness, engage audiences, and drive business growth. Students will gain practical knowledge and industry-relevant skills that prepare them for careers in digital marketing and related fields.

## **Modules in Accounting & Finance pathway**

### **Financial Reporting**

This module develops advanced knowledge and practical skills in preparing, analysing, and interpreting financial statements for incorporated organisations. Students will explore financial reporting standards, regulatory frameworks, and international accounting practices that support effective business decision-making.

### **Management Accounting**

This module focuses on the role of management accounting in supporting organisational performance and strategic decision-making. Students will explore costing techniques, budgeting, variance analysis, and performance measurement within complex business environments. The module develops strong analytical and financial management capabilities.

### **Financial Management**

This module provides a comprehensive understanding of financial management and its contribution to organisational success. Students will explore sources of finance, working capital management, investment appraisal, financial risk management, and value creation strategies. The module develops critical analytical and decision-making skills relevant to finance and banking careers.

## **Final-Year Programme (Top-up UWE)**

### **BA (Hons) International Business Management - BA IBM**

#### **Business Project in Theory**

Upon successful completion of this module students will be able to: Demonstrate understanding of developing research design and ethics associated with writing a research proposal; Identify a suitable business issue for the purpose of conducting research, deal with complex literature and show evidence of self-direction in thinking critically about contemporary business issues; Identify a gap in the existing literature and formulate a compelling research question; Demonstrate ability to conduct a literature review on a selected business issue; Identify and evaluate different approaches to methodologies including the advantages and weaknesses associated with each methods, and explain the choice of data collection from various sources and assess the reliability of the identified sources and data.

#### **Business Project**

On successful completion of this module students will be able to: Identify and refine a suitable business issue for the purpose of doing research (Started in Business Project in Theory); Identify and apply appropriate methodologies to address a specific research issue, apply analytical techniques to present and interpret quantitative and/or qualitative data; Critically reflect on relevant theoretical frameworks in the context of business project research, and plan and manage a piece of extended individual writing – manage time, work effectively, write clearly and concisely, organise material coherently.

#### **Academic and Professional Development**

On successful completion of this module students will be able to: Demonstrate the skills necessary for success in academic study at the requisite level of study, including critical thinking, academic research, self-reflection and developing evidence-based arguments; Critically evaluate the operation of the graduate labour market as it relates to their own personal ambitions for post-graduate study or employment, and effectively articulate and evidence their graduate attributes as they relate to their chosen future.

#### **Managing Organizational Change**

On successful completion of this module students will be able to: Understand and critically evaluate different academic ideas in the management of organisational change; Systematically understand the interrelationship of organisation theory and organisational practice; Appreciate the range of approaches to organisational change and the challenges of working with uncertainty, and reflect critically on the ethical dilemmas and challenges of personal/organisational change.

### **Business Strategy**

On successful completion of this module, students will achieve the following learning outcomes: Understand and apply the theories, concepts and analytical techniques of strategic management to complex and ambiguous organisational situations to develop insight; Identify and critically evaluate the impact of key strategic issues affecting the performance of businesses operating in diverse environments; Recognise and analyse ethical, CSR and sustainability challenges and assess how firms may respond in their strategies, and critically undertake creative and complex analysis and problem solving to inform strategic decision-making in an organisation.

### **Multinationals in the Domestic and Global Context**

On successful completion of this module students will be able to: Assess current research on Multinationals on a variety of topics, and compile and assess a set of readings on a specific topic related to Multinationals. In addition, the educational experience may explore, develop and practise, but not formally assess, the following learning outcome: skills in independent learning, group work, critical evaluation, discussion and debate, and verbal (including presentation) and written communication skills.

### **Integrated Business Management Simulation**

On successful completion of this module students will be able to: Integrate learning from a range of different disciplines (underpinned by prior programme learning) to holistically explore complex organisational situations; Effectively engage in practice-based learning through the application of a range of theoretical approaches, analytical techniques and tools to develop and implement strategic recommendations for achieving project objectives, understand; Critically evaluate different conceptual frameworks of individual change, systematically understand the interrelationship of organisation theory and organisational practice; Reflect critically on the ethical dilemmas, challenges of organisational change and working in a team; Explore the concept of personal resilience and develop reflexive self-awareness, and identify the need for personal change to achieve their preferred futures.

### **Global Marketing Management**

On successful completion of this module students will be able to: Critically reflect on the key marketing challenges involved in the development of an organisation's international activities; Demonstrate through thorough market and company analysis and evaluation why marketing strategies may need to be adapted in order to compete effectively in global markets; Critically apply theoretical models to practical international marketing contexts, and demonstrate critical awareness of the complexities and nuances presented by the challenge of operating in foreign markets.

## **BA (Hons) Business Management - BA BM**

### **Business Project in Theory**

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### **Business Project**

On successful completion of this module students will be able to: Identify and refine a suitable business issue for the purpose of doing research (Started in Business Project in Theory); Identify and apply appropriate methodologies to address a specific research issue, apply analytical techniques to present and interpret quantitative and/or qualitative data; Critically reflect on relevant theoretical frameworks in the context of business project research, and plan and manage a piece of extended individual writing – manage time, work effectively, write clearly and concisely, organise material coherently.

### **Academic and Professional Development**

On successful completion of this module students will be able to: Demonstrate the skills necessary for success in academic study at the requisite level of study, including critical thinking, academic research, self-reflection and developing evidence-based arguments; Critically evaluate the operation of the graduate labour market as it relates to their own personal ambitions for post-graduate study or employment, and effectively articulate and evidence their graduate attributes as they relate to their chosen future.

### **Managing Organizational Change**

On successful completion of this module students will be able to: Understand and critically evaluate different academic ideas in the management of organisational change; Systematically understand the interrelationship of organisation theory and organisational practice; Appreciate the range of approaches to organisational change and the challenges of working with uncertainty, and reflect critically on the ethical dilemmas and challenges of personal/organisational change.

## **Business Strategy**

On successful completion of this module, students will achieve the following learning outcomes: Understand and apply the theories, concepts and analytical techniques of strategic management to complex and ambiguous organisational situations to develop insight; Identify and critically evaluate the impact of key strategic issues affecting the performance of businesses operating in diverse environments; Recognise and analyse ethical, CSR and sustainability challenges and assess how firms may respond in their strategies, and critically undertake creative and complex analysis and problem solving to inform strategic decision-making in an organisation.

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## **Virtual Business**

On successful completion of this module students will achieve the following learning outcomes: Identify opportunities presented by emerging ICTs as used by individuals, businesses and other organisations; Use social network technologies and discuss their use by individuals and organisations; Plan an Internet / emerging technology strategy for a small and medium sized enterprise; Identify legal and ethical issues of using ICTs for virtual businesses; Critically appraise strategic orientations of business models in the transition from a 'bricks and mortar' to a pure 'clicks' environment, and assess the critical role of emerging technologies.

## **Marketing Services and the Customer Experience**

On successful completion of this module students will achieve the following learning outcomes. Understand the distinctive nature of marketing in service contexts; Explore the theories that underpin and explain these distinctions and how they can be integrated into business strategy; Understand the range of strategic, tactical and operational tasks for marketers to manage in these contexts, and their effects; Demonstrate the ability to evaluate and critically analyse module concepts and information, and apply appropriate conceptual models and tools to develop solutions for complex business and services marketing problems.

## **BA (Hons) Business & Events Management - BA EM**

### **Business Project in Theory**

Upon successful completion of this module students will be able to: Demonstrate understanding of developing research design and ethics associated with writing a research proposal; Identify a suitable business issue for the purpose of conducting research, deal with complex literature and show evidence of self-direction in thinking critically about contemporary business issues; Identify a gap in the existing literature and formulate a compelling research question; Demonstrate ability to conduct a literature review on a selected business issue; Identify and evaluate different approaches to methodologies including the advantages and weaknesses associated with each methods, and explain the choice of data collection from various sources and assess the reliability of the identified sources and data.

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strategies, and critically undertake creative and complex analysis and problem solving to inform strategic decision-making in an organisation.

### **Specialised Event Practice**

On successful completion of this module students will achieve the following learning outcomes: Apply effective strategic and tactical methodologies, tools and techniques to an events specialism; Critically evaluate alternative events practices and theory and contextualise theory and relate it to the specialist area; Explore emergent event areas and applications, clearly understanding the links and gaps between scholarship and practice;; Integrate and evaluate information and learning from a range of different sources better to understand and explore the complex nature of Events management, and summarise, justify and present strategic and tactical recommendations for a chosen event scenario in an appropriate proposal format.

### **Contemporary Issues in Events**

On successful completion of this module students will achieve the following learning outcomes: Analyse the potential impacts of future drivers likely to effect events; Evaluate the sustainability of events in a dynamic world; Recommend how events can adapt to thrive in a changing environment, and communicate ideas effectively to a variety of audiences.

### **Marketing Services and the Customer Experience**

On successful completion of this module students will achieve the following learning outcomes. Understand the distinctive nature of marketing in service contexts; Explore the theories that underpin and explain these distinctions and how they can be integrated into business strategy; Understand the range of strategic, tactical and operational tasks for marketers to manage in these contexts, and their effects; Demonstrate the ability to evaluate and critically analyse module concepts and information, and apply appropriate conceptual models and tools to develop solutions for complex business and services marketing problems.

### **Corporate Events**

On successful completion of this module students will achieve the following learning outcomes: Explain and apply event management theories, models and approaches to a corporate event context; Work in groups to conceptualise and pitch a corporate event in response to a client brief, and reflect on the experiences of individual contributions and team work, and apply a range of appropriate tools to the planning and implementation of corporate events.