Undergraduate Programme Specification

Session	2026/27	**Last Modified**	18/2/2025
Named Award Title	BA (Hons) Business & Marketing		
Award Title for Each Award	BA (Hons) Business & Marketing BA Business & Marketing Dip HE Business Cert HE Business		
Date of Approval	March 2023		
Details of Cohort Applies to	All entering SCQF 9,10 from September 2026		
Awarding Institution	University of the West of Scotland	**Teaching Institution(s)**	University of the West of Scotland
Language of Instruction & Examination		English	
Award Accredited by		Chartered Institute of Marketing (CIM)	
Maximum Period of Registration		Refer to Authorised Interruption Guidance Notes (uws.ac.uk)	
Duration of Study			
Full-time	4 years	**Part-time**	6 years
Placement (compulsory)			
Mode of Study	☒ Full-time ☒ Part-time		
Campus	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☒ Paisley	☐ Online / Distance Learning ☐ Other (specify)
School	**Business and Creative Industries**		
Divisional Programme Board	**Marketing, Innovation, Tourism Events**		
Programme Leader	X Guo		

Admissions Criteria

Candidates must be able to satisfy the general admission requirements of the University of the West of Scotland as specified in Chapter 2 of the University Regulatory Framework together with the following programme requirements:

SQA National Qualifications:

N/A

Or GCE

N/A

Or SQA National Qualifications / Edexcel Foundation
HND: in Business, Fashion Business, Marketing Management, Marketing, Advertising and PR; graded unit not required

Applicants may also be considered with other academic, vocational or professional qualifications deemed to be equivalent.

Other Required Qualifications/Experience

Level 9 entry:
DUT: in a business-related subject

Applicants may also be considered with other academic, vocational or professional qualifications deemed to be equivalent.

Further desirable skills pre-application
University Admissions Criteria apply

General Overview
Students studying for a single title in Business & Marketing are expected to achieve all of the learning outcomes in this programme specification.
The programme is one of four pathways that students can follow:
BA (Hons) Business
BA (Hons) Business & Finance
BA (Hons) Business & HRM
BA (Hons) Business & Marketing

Each pathway will be developed around the core BA (Hons) Business, but each pathway will offer its own distinct core modules which will differentiate them from each other. A key component of the programmes and their Unique Selling Point (USP) is that each will offer professional Institute exemptions or recognition. Every degree within the pathway will allow students either to gain an institute qualification whilst studying or oncompletion of their degree opportunities to claim exemption(s) from key institute examinations.
The degrees have been designed to deliver up to date practical and professional skills, underpinned by appropriate academic theory which will produce 21st century graduates who are ready for the workplace; or who, where appropriate can expand their education into post graduate studies.

Each programme develops the students' intellectual and imaginative understanding and judgement, the ability to resolve problems effectively and the ability to recognise the

relevance of a wide variety of approaches fundamental to business. Each programme will engender an analytical and creative approach, encourage independent judgement and critical self-awareness all directed towards continual improvement in the business and/or pathway sector. In addition each programme provides students with opportunities to acquire and develop generic and specialist transferable skills relevant to their chosen career paths. On completion of an Honours degree, graduates may follow a variety of routes at post-graduate level both within the University and elsewhere. Many may pursue professional qualifications in their chosen specialist area of study.

Students taking a Degree in any of the pathways, will follow a common framework with pathway specialist modules. In agreement with their PL students will have the opportunity at levels 9 and 10 opportunities to select any available modules at the University of the West of Scotland. Individual modules will normally offer a blend of lecture, tutorial, presentations, practical session, or/and workshop. Lectures are used to introduce and develop the principles of the subject areas, while tutorial and practical sessions are used to confirm and enhance the understanding of the material presented in lectures. The classes are divided into smaller groups for tutorial and practical work to allow greater interaction between students and tutors. Assessment methods include academic essays, formal reports, seminar discussion, participation and presentation of papers and preparation of business and project plans. Specific assessment methods are detailed in the module descriptors. Skills are developed through practical workshops, seminar discussions, interactive group exercises, case study analysis and feedback. Professional Practice Skills are achieved through case study analysis, scenario development, role play and practical demonstration, guided practice of relevant techniques and behaviour. Achievement of such skills is assessed through a variety of means including but not limited to coursework, tutorial participation and presentations. Transferable skills are developed through; for example, group working interaction and team leadership exercises. Ability to the use of IT is developed through tutorial and seminar work and directed self-study. Assessment techniques used to gauge attainment of transferable skills include personal projects, individual and group assessments, presentations and interaction in class.
The programme will be structured over the 4 academic years each of which will follow a common conceptual approach:
1st year – Introductory Year
2nd year - Operational Year
3rd year – Managerial Year
4th year – Strategic Year

Typical Delivery Method

The BA (Hons) Business & Marketing programme is delivered on campus, providing an immersive and engaging learning environment. Full-time students can expect to have 3 hours of contact time per module each week, with three modules typically taken each term. This structure allows students to build strong foundational knowledge and engage with course content in depth, supported by face-to-face interactions with faculty and peers. The on-campus delivery ensures students benefit from a collaborative learning experience and immediate access to campus resources, enhancing their understanding and application of key business and marketing concepts.

Any additional costs

Graduate Attributes, Employability & Personal Development Planning

Learning outcomes throughout the programme have been designed to ensure that, in addition to the development of knowledge and understanding of the business and its components, students will have the opportunity to develop these skills and attributes that are most valued by employers. The programmes have employability embedded into the core curriculum, thereby ensuring that all students are exposed to the development of their key skills and have the opportunity to reflect on their own personal development. Employability skills development is continually reinforced throughout the programme.
While PDP is embedded into the curriculum, it is also proposed that Personal Development Planning should be supported by students reflection on key points within the programme.

Work Based Learning/Placement Details

There are no formal arrangements for work-based learning and/or placement opportunities currently embedded into the programme. However, we do list or share relevant opportunity information on the programme site and support our students in obtaining relevant work experience. Our teaching team are actively involved in KTP projects and students have opportunities to engage with practical assessment and consultancy experience working with real live industry clients across pitching real ideas and real solutions to current marketplace issues.

Attendance and Engagement

In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are attending and participating in all timetabled programme activities including on-campus and online teaching sessions, asynchronous online learning activities, placement, work-based elements, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this programme, academic engagement equates to the following:

Students should also reference the 'BCI Guidance on Implementation of the Revised Student Attendance and Engagement Procedure' which details the School attendance and engagement requirements and how this will be monitored for attendance.

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.

The subject area and teaching / delivery approach supports the principles of EDI. To meet the diverse needs of our student body, we are dedicated to adapting learning experiences where required. This personalised approach and innovative use of technology ensures that all students can succeed, regardless of their background or circumstances.

Programme structures and requirements, SCQF level, term, module name and code, credits and awards (Chapter 1, Regulatory Framework)

Learning Outcomes

SCQF LEVEL 7 Learning Outcomes	
Knowledge and Understanding	
A1	
A2	
A3	
A4	
A5	
Practice - Applied Knowledge and Understanding	
B1	
B2	
B3	
B4	
B5	
Communication, ICT and Numeracy Skills	
C1	
C2	
C3	
C4	
C5	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	
D2	
D3	
D4	
D5	
Autonomy, Accountability and Working with Others	
E1	
E2	
E3	
E4	
E5	

Level 7 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Core Modules							

Level 7 Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Option Modules							

Level 7 **Criteria for Progression and Award** *Please refer to UWS Regulatory Framework for related regulations*

SCQF LEVEL 8 Learning Outcomes	
Knowledge and Understanding	
A1	
A2	
A3	
A4	
A5	
Practice - Applied Knowledge and Understanding	
B1	
B2	
B3	
B4	
B5	
Communication, ICT and Numeracy Skills	
C1	
C2	
C3	
C4	
C5	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	
D2	
D3	
D4	
D5	
Autonomy, Accountability and Working with Others	
E1	
E2	
E3	
E4	
E5	

Level 8 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	

				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Core Modules							

Level 8 Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Option Modules							

Level 8
Criteria for Progression and Award
Please refer to UWS Regulatory Framework for related regulations

SCQF LEVEL 9 Learning Outcomes (Maximum of 5 per heading)	
Knowledge and Understanding	
A1	Demonstrate knowledge of a substantial range of major concepts, values and principles relating to business & marketing.
A2	Demonstrate knowledge and understanding of a broad range of business & marketing activities.
A3	Demonstrate knowledge and understanding of personal development within the business context.
A4	N/A
A5	N/A
Practice - Applied Knowledge and Understanding	
B1	Apply knowledge and understanding of relevant and up-to-date theories and apply practice to undertake independent research.
B2	Reflect critically on own learning.
B3	N/A
B4	N/A
B5	N/A
Communication, ICT and Numeracy Skills	
C1	Effectively interpret, use and evaluate numerical and graphical data.
C2	Use a range of IT applications to support and enhance work.
C3	Use a range of communication skills and some advanced and specialised skilled to convey complex information to a range of audiences for a range of purposes.
C4	N/A
C5	N/A
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Use knowledge, understanding and skills to critically evaluate and formulate evidence-based arguments and identify solutions to clearly define problems of a generally routine nature.
D2	Identify and address own learning needs within defined contexts and to undertake independent learning with limited guidance.
D3	N/A
D4	N/A
D5	N/A
Autonomy, Accountability and Working with Others	
E1	Exercise a degree of independence and initiative in carrying out more complex activities which are sometimes set in challenging contexts.
E2	Identify learning needs through reflection based on tutor, self and peer evaluation of performance in the more complex activities set in challenging contexts.
E3	Develop coping strategies of operating effectively within a team on complex activities in challenging contexts.

E4	Be aware of and deal with ethical issues of relevance to Business & Marketing professions.
E5	N/A

Level 9 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
9	MARK09016	Marketing Communications Mix	20	☒	☐	☐	
9	MARK09022	B2B Marketing & Relationship Networks	20	☒	☐	☐	
9	*MARK09023	Marketing in Action	20	☒	☐	☐	
9	MARK09021	Digital Marketing & Analytics	20	☐	☒	☐	
9	BUSN09082	Research Design and Methods	20	☐	☒	☐	
				☐	☐	☐	

Footnotes for Core Modules

* Indicates that the module is a replacement of Aspire 3.

Level 9 Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
9	BUSN09042	Enterprise Creation	20	☐	☒	☐	
9	BUSN09092	Project Management	20	☐	☒	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	

Footnotes for Option Modules

Subject to change - timetable dependent.

Language options studied out with The School of Business and Creative Industries. Discuss personal implications with year lead / personal tutor.

Level 9
Criteria for Progression and Award
Please refer to UWS Regulatory Framework for related regulations

To progress to the next level of study (i.e. SCQF level 10), students are expected to complete the full 120 credits each year. However, a student who has not earned passes in up to 20

credits-worth of modules may be allowed to progress to the next level of study 'with deficit' in accordance with reg. 3.14 of UWS Regulatory Framework.

In line with reg. 1.11 of the UWS Regulatory Framework, students who complete 360 credit points, including at least 90 credits points at SCQF Level 9 or above, including all core modules at this level, will be eligible for a Bachelor's Degree (BA) in Business and Marketing exit award. Students who complete 360 credit points, including at least 90 credits points at SCQF Level 9 or above, without completing at least one core module at this level, will be eligible for a Bachelor's Degree (BA) in Combined Studies exit award (see reg. 1.26 of the UWS Regulatory Framework). Awards shall be made with distinction in line with regs. 3.23-3.24 of the UWS Regulatory Framework.

For further information, please refer to the UWS Regulatory Framework and the Student Experience Policy Statement.

SCQF LEVEL 10 Learning Outcomes (Maximum of 5 per heading**)**	
Knowledge and Understanding	
A1	Demonstrate critical understanding of the principle areas, features and boundaries, terminology and conventions of the Business and Marketing disciplines.
A2	Demonstrate critical understanding of a defined business & marketing related research project or investigation.
A3	Systematically identify and address their own learning needs both in current and new areas, making use of research, development and professional materials, including those related to the forefront of marketing developments.
A4	N/A
A5	N/A
Practice - Applied Knowledge and Understanding	
B1	Analyse problems in terms of business & marketing related concepts and apply appropriate principles to propose solutions.
B2	Interpret and explain complex business & marketing related concepts.
B3	Retrieve, interpret and manipulate primary and secondary information from a variety of sources including electronic sources.
B4	Identify accurately the issues which require researching
B5	Maintain the skills of enquiry, investigation, analysis, evaluation and judgement necessary to undertake a sustained piece of individual research on a chosen topic with minimal guidance.
Communication, ICT and Numeracy Skills	
C1	Communicate effectively and appropriately orally and in writing.

C2	Make use of and evaluate numerical and statistical information.
C3	Distinguish between alternative opinions on the basis of evidence presented in coherent and logical arguments.
C4	Make effective use of information retrieval systems and use information technology applications to present documents in an appropriate form.
C5	N/A
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Maintain expertise in the skills of enquiry, investigation, analysis, evaluation and judgement necessary to undertake a sustained piece of individual research on a chosen topic.
D2	Engage in discourse in relation to business related studies and associated ethical issues.
D3	Give reasons for opinions and identify flaws in arguments in relation to a business related discipline.
D4	Adopt an evaluative approach to the study of business subjects.
D5	Bring together information from a variety of sources, including research publications.
Autonomy, Accountability and Working with Others	
E1	Work effectively together with others in groups or teams, taking a leadership role where appropriate.
E2	Systematically identify and address own learning needs both in current and in new areas, making use of research primary source materials as appropriate.
E3	Demonstrate the ability to learn independently with minimum guidance.
E4	N/A
E5	N/A

Level 10 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
10	MARK10010	Brands and Branding	20	☒	☐	☐	
10	MARK10016	Marketing Strategy Theory (MST)	20	☒	☐	☐	
10	BUSN10086	Honours Project	40	☒	☒	☐	
10	MARK10018	Consumer Experiences & Relationships	20	☐	☒	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Core Modules							

Level 10 Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
10	BUSN10076	Enterprise with Creative Media	20	☐	☒	☐	
10	BUSN10079	The Common Good	20	☐	☒	☐	
10	ACCT10016	Personal Finance	20	☐	☒	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	

Footnotes for Option Modules

Subject to change - timetable dependent.

Level 10
Criteria for Award
Please refer to UWS Regulatory Framework for related regulations

In line with reg. 1.11 of the UWS Regulatory Framework, students who complete 480 credit points, including at least 90 credits points at SCQF Level 10 or above, including all core modules at this level, will be eligible for a Bachelor's Degree with Honours (BA (Hons)) in Business and Marketing exit award. Students who complete 480 credit points, including at least 90 credits points at SCQF Level 10 or above, without completing at least one core module at this level, will be eligible for a Bachelor's Degree with Honours (BA (Hons)) in Combined Studies exit award (see reg. 1.26 of the UWS Regulatory Framework). Awards shall be made with distinction in line with regs. 3.23-3.24 of the UWS Regulatory Framework.

For further information, please refer to the UWS Regulatory Framework and the Student Experience Policy Statement.

Regulations of Assessment

Candidates will be bound by the general assessment regulations of the University as specified in the University Regulatory Framework.

An overview of the assessment details is provided in the Student Handbook and the assessment criteria for each module is provided in the module descriptor which forms part of the module pack issued to students. For further details on assessment please refer to Chapter 3 of the Regulatory Framework.

To qualify for an award of the University, students must complete all the programme requirements and must meet the credit minima detailed in Chapter 1 of the Regulatory Framework.

Combined Studies

There may be instances where a student has been unsuccessful in meeting the award criteria for the named award and for other more generic named awards existing within the School.

Provided that they have met the credit requirements in line with the SCQF credit minima (please see Regulation 1.21), they will be eligible for a Combined Studies award (please see Regulation 1.61). For students studying BA, BAcc, or BD awards the award will be BA Combined Studies. For students studying BEng or BSc awards, the award will be BSc Combined Studies.

Version no: 1

Change/Version Control

What	**When**	**Who**
Updated session to 2026/27	21/04/2026	X Guo
Removed level 7, level 8 admission criteria, entry criteria, learning outcomes, core and option modules as level 7 and 8 will be under the new revalidated framework	21/04/2026	X Guo
Updated the sectio numbers for the level 9, 10 criteria for progression and award sections to match the sections on UWS Regulatory Framework 2025-26.	21/04/2026	X Guo
The section numbers in the Combined studies can't be changed as they have been locked.	21/04/2026	X Guo