

University of the West of Scotland
Undergraduate Programme Specification

Session: 2024/25**Last Modified: 12/02/2024****Status: Draft**

1	Named Award Title:	BA (Hons) Business & Marketing 2022 Single	
2	Award Title for Each Award: ¹	BA (Hons) Business & Marketing BA Business & Marketing Dip HE Business Cert HE Business	
3	Date of Validation / Approval:	March 2023	
4	Details of Cohorts Applies to:	[click here to add detail]	
5	Awarding Institution/Body:	University of the West of Scotland	
6	Teaching Institution(s): ²	University of the West of Scotland	
7	Language of Instruction & Examination:	English	
8	Award Accredited By:	Chartered Institute of Marketing	
9a	Maximum Period of Registration:		
9b	Duration of Study:		
10	Mode of Study:	Full time; Part time	
11	Campus:	Paisley	
12	School:	School of Business & Creative Industries	
13	Programme Board:	Marketing, Innovation, Tourism & Events	
14	Programme Leader:	Dr Xiuli Guo	

15. Admission 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:

Grades B, B, B, C @ Higher including English. Mathematics at least at standard grade.

¹ Include main award and all exit awards e.g. BA / BSc / BEng / DipHE / CertHE

² University of the West of Scotland and include any collaborative partner institutions involved in delivery.

or GCE

Grades C, C, C @ A level plus 3 GCSEs including English and Mathematics.

or SQA National Qualifications/Edexcel Foundation

An appropriate HNC/HND award in a suitable subject area commensurate with the programme being followed, with the level of entry and/or credit being awarded being subject to the content of the HN programme

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

Direct Entry is possible to the business & Marketing programme at SCQF Levels 8 and 9, with the necessary qualifications or pre-requisites. Support arrangements are in place to assist the integration of those students joining the programme in this way.

Other Required Qualifications/Experience

Further desirable skills pre-application (i.e. to satisfy additional PSRB requirements or other)

University Admissions Criteria apply

16	<p>General Overview</p> <p>Students studying for a single title in Business & Marketing are expected to achieve all of the learning outcomes in this programme specification.</p> <p>The programme is one of four pathways that students can follow:</p> <p>BA (Hons) Business</p> <p>BA (Hons) Business & Finance</p> <p>BA (Hons) Business & HRM</p> <p>BA (Hons) Business & Marketing</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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 8, 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,</p>
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	<p>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.</p> <p>The programme will be structured over the 4 academic years each of which will follow a common conceptual approach:</p> <p>1st year – Introductory Year</p> <p>2nd year - Operational Year</p> <p>3rd year – Managerial Year</p> <p>4th year – Strategic Year</p>
17	Graduate Attributes, Employability & Personal Development Planning
	<p>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.</p> <p>Although the general policy is that PDP should be embedded into the curriculum, it is also proposed that Personal Development Planning should be supported by students reflection on key points within the programme. A diagnostic on-line toolkit will be used to enable students to self diagnose abilities in areas such as numeracy, languages, study skills, writing skills, time management skills etc.</p>
18	Work Based Learning/Placement Details
	<p>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.</p>
19	Attendance and Engagement
	<p>In line with the Student Attendance and Engagement Procedure, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions,</p>

	course-related learning resources including those in the Library and on the VLE, and complete assessments and submit these on time.
20	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 .

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

21	Learning Outcomes (Maximum of 5 per heading)
	Outcomes should incorporate those applicable in the relevant QAA Benchmark statements. Please ensure that Learning Outcomes are appropriate for the level of study. Further information is available via SCQF: https://scqf.org.uk/support/support-for-educators-and-advisers/support-for-colleges-heis/ and a Level Descriptors tool is available (SCQF Level Descriptors Tool Scottish Credit and Qualifications Framework) and ensure appropriate cognisance of Chapter 1, Regulatory Framework. https://www.uws.ac.uk/media/6514/regulatory-framework-2023-2024.pdf

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	SCQF LEVEL 7 Learning Outcomes (Maximum of 5 per heading)
Knowledge and Understanding	
A1	Develop and demonstrate knowledge and understanding of concepts, theories and skills appropriate for business
A2	Demonstrate learning skills appropriate for business
A3	Understand the multidisciplinary nature of business including, accounting and finance, marketing, human resource management and business management in a global context
A4	Recognise the evolving nature of business in a globalised society
A5	
Practice - Applied Knowledge and Understanding	
B1	Use Information and communications technology as appropriate to business

B2	Apply and practice relevant business and management information to a range of business situations
B3	Apply knowledge to a range of concepts, values and principles of business
B4	
B5	
Communication, ICT and Numeracy Skills	
C1	Use appropriate communication, information technology and numeracy skills
C2	Use appropriate communication, information technology and numeracy skills
C3	Utilise a wide range of skills for the gathering, basic analysis and presentation of routine information, ideas and concepts
C4	
C5	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	List and use problem-solving approaches relevant to the pathway sector.
D2	Implement basic evaluation techniques relevant to the pathway sector.
D3	
D4	
D5	
Autonomy, Accountability and Working With Others	
E1	Exercise some initiative and independence in carrying out defined activities independently or as part of a team under guidance
E2	Work with others to support development of active learning, reflective practice and personal development planning
E3	Accept responsibility for learning and engage in self and peer reflection
E4	
E5	

Learning Outcomes - Level 7 Core Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
7	MARK07006	Introduction to Marketing	20	v			
7	HURM07001	Introducing People Management	20	v			
7	MARK07012	Marketing for a better future	20	v	v		
7	APPD07001	Aspire	20	v	v		
7	ACCT07017	Introduction to Accounting and Finance	20		v		

* Indicates that module descriptor is not published.

Footnotes for Core Modules:

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Learning Outcomes - Level 7 Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
7	DAAD07011	Digital Design 1	20		v		
7	ACCT07007	Data Analysis	20		v		
7	ECON07010	Economic Principles for Business I	20		v		
7	BUSN07050	Entrepreneurial Opportunity	20		v		
7	TOUR07007	Tourism & The Experience Economy	20		v		

* Indicates that module descriptor is not published.

Footnotes for option modules

Subject to change - timetable dependent.
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Language options studied out with The School of Business and Creative Industries. Discuss personal implications with year lead / personal tutor.

22 a	Level 7 Criteria for Progression and Award
	<p>Students obtaining 120 credits of which 120 are at SCQF7 or above from any programme are eligible for the exit award of the Certificate of Higher Education in Business.</p> <p>For information on progression with credit deficit please refer to University Regulation 3.13/3.14 For information on Grade Point Average please refer to University Regulation 3.18</p>

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	Level 8 Learning Outcomes (Maximum of 5 per heading)
Knowledge and Understanding	
A1	Understand the contribution of government policies and initiatives on business, which may include legal framework and financial controls.
A2	Demonstrate knowledge and understanding of types of business and their objectives, the impact on environmental factors on business, organisation structures and key business functions including marketing research techniques
A3	Understand the main areas and features of study in related business disciplines which may include project planning, consumer behaviour
A4	
A5	
Practice - Applied Knowledge and Understanding	
B1	Determine and apply the appropriate market structures relevant to a business based upon the demand patterns, competition and barriers
B2	Demonstrate understanding of the various organisational cultures appropriate for organisational sector and structure
B3	Demonstrate an ability to apply business & marketing concepts/functions which impact organisational success

B4	Practice operational skills required in the business & marketing environment which may include business management and marketing
B5	
Communication, ICT and Numeracy Skills	
C1	Use a range of communication skills and some advanced and specialised skills to convey complex information to a range of audiences and for a range of purposes
C2	Use a range of routine skills and techniques in more complex situations
C3	Use interpersonal skills of effective listening, persuasion and presentation
C4	
C5	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Develop an outline knowledge and understanding of management research and academic processes
D2	Undertake analysis, evaluation and synthesis of basic business concepts, information and arguments relevant to the pathway studied
D3	Select and use problem-solving techniques to critically investigate and evaluate the operation of a business
D4	
D5	
Autonomy, Accountability and Working With Others	
E1	Exercise autonomy and initiative in some activities with appropriate guidance
E2	Take continuing account of own and others' roles, responsibilities and contributions in carrying out and evaluating tasks
E3	Systematically identify and address own learning needs in current areas, associated with the research and critical analysis of the pathway studied
E4	
E5	

Learning Outcomes - Level 8 Core Modules

SCQF Level	Module Code	Module Name	Credit	Term	Footnotes
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				1	2	3	
8	MARK08008	Marketing Research Practice (MRP)	20	v			
8	MARK08015	Global Marketing	20	v			
8	BUSN08062	People, Planet and Profit	20	v			
8	MARK08009	Contemporary Consumer Behaviour	20		v		
8	*MARK08016	Online Interactions & 3DWeb	20		v		

* Indicates that module is a replacement of Aspire 2.

Footnotes for Core Modules:

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Learning Outcomes - Level 8 Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
8	BUSN08058	Business Accelerator	20		v		
8	BUSN08076	Business Information Technology	20		v		
8	ACCT08017	Business Statistics	20		v		
8	BROA08005	Recorded Audio Formats	20		v		
8	TOUR08012	Tourism Operations and Management	20		v		
8	BUSN08066	Workplace Health and Wellbeing	20		v		

Footnotes for option modules

<p>Subject to change - timetable dependent.</p> <p>Language options studied out with The School of Business and Creative Industries. Discuss personal implications with year lead / personal tutor.</p>

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22b	Level 8 Criteria for Progression and Award
	<p>Students obtaining 240 credits of which a minimum 90 are at SCQF8 or above from any programme are eligible for the exit award of the Diploma of Higher Education in Business.</p> <p>For information on progression with credit deficit please refer to University Regulation 3.13/3.14</p> <p>For information on Grade Point Average please refer to University Regulation 3.18</p>

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	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	
A5	
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	
B4	
B5	
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 skills to convey complex information to a range of audiences for a range of purposes
C4	
C5	
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	
D4	
D5	
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	

Learning Outcomes - Level 9 Core Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
9	MARK09016	Marketing Communications Mix	20	v			
9	*MARK09022	B2B Marketing & Relationship Networks	20	v			

9	*MARK09023	Marketing in Action	20	v			
9	*MARK09021	Digital Marketing & Analytics	20		v		
9	*BUSN09082	Research Design and Methods	20		v		

* Indicates that module descriptor is not published.

Footnotes for Core Modules:

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Learning Outcomes - Level 9 Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
9	ACCT09003	Business Taxation	20		v		
9	BUSN09042	Enterprise Creation	20		v		
9	*BUSN09092	Project Management	20		v		

* Indicates that module descriptor is not published.

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.

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22c	Level 9 Criteria for Progression and Award
	<p>Students obtaining 360 credits with 200 in the subject area, of which a minimum of 90 credits are at SCQF9, are eligible for the exit award of BA Business & Marketing.</p> <p>The award of distinction can be made to a student obtaining a pass degree as stated in the University Regulations 3.25/3.26.</p> <p>For information on progression with credit deficit please refer to University Regulation 3.13/3.14.</p> <p>For information on Grade Point Average please refer to University Regulation 3.18.</p>

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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 Human Resource Management developments
A4	
A5	
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	
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	
E5	

Learning Outcomes - Level 10 Core Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
10	MARK10010	Brands and Branding	20	v			
10	MARK10016	Marketing Strategy Theory (MST)	20	v			
10	MARK10013	Honours Dissertation	40	v	v		
10	MARK10007	Contemporary and Cultural Issues in Marketing	20		v		

* Indicates that module descriptor is not published.

Footnotes for Core Modules:

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Learning Outcomes - Level 10 Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
10	LAWW10015	Equality Law	20		v		
10	BUSN10076	Enterprise with Creative Media	20		v		
10	HURM10004	Managing Equality and Diversity	20		v		
10	TOUR10010	International Tourism Perspectives	20		v		

Footnotes for option modules

Subject to change - timetable dependent

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22d	Level 10 Criteria for Award OR
	<p>Students obtaining 480 credits, with a minimum of 200 in the subject at SCQF 9 and SCQF 10, of which a minimum of at least 90 are at SCQF level 10, are eligible for the exit award of BA (Hons) Business & Marketing.</p> <p>For information on the classification of Honours degrees, please refer to University Regulation 3.20-3.24.</p> <p>For information on Grade Point Average, please refer to University Regulation 3.18.</p>

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23	Regulations of Assessment
	<p>Candidates will be bound by the general assessment regulations of the University as specified in the University Regulatory Framework .</p> <p>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.</p> <p>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.</p>
24	Combined Studies
	<p>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).</p> <p>For students studying BA, BAcc, or BD awards the award will be BA Combined Studies.</p> <p>For students studying BEng or BSc awards, the award will be BSc Combined Studies.</p>

Change/Version Control

Changes made to the programme since it was last published:

What	When	Who
<u>Updated Links:</u> <ul style="list-style-type: none"> • Academic Engagement Procedure • Equality and Diversity • University Regulatory Framework • Removed invalid links 	19/10/2023	C Winter
Guidance Note 2023-24 provided	12/12/23	D Taylor
General housekeeping to text across sections and addition of links and some specific guidance. Addition of Duration of Study and some other text – for CMA.	12/12/23	D Taylor
Aspire level 8 replacement updated. New level 9 core and optional modules added.	12/02/2024	X Guo

Version Number: 1.06