Undergraduate Programme Specification

Session	2026/27	**Last Modified**	April 2025
Named Award Title	BA (Hons) Business Management (GA) Single		
Award Title for Each Award	BA (Hons) Business Management (GA) BA Business Management Dip HE Business Management Cert HE Business Management		
Date of Approval	March 2022		
Details of Cohort Applies to	GA Business Management		
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			
Maximum Period of Registration		Normally 4 years full-time Authorised Interruption Guidance notes (uws.ac.uk)	
Duration of Study			
Full-time	4 years	**Part-time**	N/A
Placement (compulsory)	YES through WBL Modules		
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	Peter McGuire		

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:

Year 1:
Scottish Highers: BBBC (102 UCAS points) including English
Others: an appropriate Foundation Apprenticeship, Modern Apprenticeship

Or GCE

Or SQA National Qualifications / Edexcel Foundation
Year 2 Entry: An HNC/HND in a Business subject area* with at least grade B in graded unit. Business subject area titles will be considered in: Business, Business Management, Events, Events Management, Hospitality, Hospitality Management, Human Resource Management, Management and Leadership, Marketing, Retail Management, Rural Business Management, Supply Chain Management and Travel and Tourism. Other titles will be considered alongside experience and modules studied.

Queries relating to HNC/D qualifications for entry to the BA (Hons) Management programme may be addressed to the university Admissions Office

Other Required Qualifications/Experience
A key aspect of the BA (Hons) Business Management programme is the ability to recognise prior professional learning. We therefore welcome applicants with professional, business, management, or leadership experience as well as formal qualifications and training.

Applicants must be in employment for the duration of the programme and have full support from their employer. Applicants must be working for a minimum of 21 hours per week to be considered for the GA pathway

Further desirable skills pre-application
For those applicants who do not meet our Standard Course Entry Requirements, applications may be considered from those who possess at least one years' relevant work experience and where the applicant has demonstrated the development of key skills evidenced through a detailed CV and supporting personal statement. Applications from students with non-standard qualifications (including Foundation Apprenticeships, Modern Apprenticeships, SVQs/NVQs and access programmes) or work experience will be considered on an individual basis. Applicants who are interested in applying for advanced entry will be considered on an individual basis. Applicants may also be considered with other academic, vocational, or professional qualifications deemed to be equivalent.

General Overview
The BA (Hons) Business Management GA programme offers an opportunity to develop the knowledge, skills and attributes that contribute to effective management within contemporary organisations. The programme has been designed to ensure that it is aligned with the needs of the UK, European and global labour market where a current skills gap in management has been identified. The programme contributes to the creation and maintenance of sustainable economic, social and environmental value through effective

leadership and management with a focus on management and practice from a holistic perspective.
The BA (Hons) Business Management GA programme combines traditional academic study with practice-based work-related learning using innovative and flexible teaching methods to develop the range and depth of knowledge and skills that are a prerequisite of business school graduates entering employment in small, medium, and large organisations across multiple sectors. This programme bridges the gap between the theory and practice of management ensuring that graduates are fully prepared for the "real world" of work.
Students on this programme develop critical awareness of the world of business and facilitates, through the acquisition of generic and specialist transferable skills, capacity and capability building for the individual and the host firm.
The BA (Hons) Business Management GA programme uses a range of teaching, learning and assessment methods which ensure the learning outcomes are achieved. The programme is delivered through our pioneering Accelerated and Immersive Educational (AIE) approach. The AIE approach creates an immersive and interactive learning environment that is enhanced with digital technologies and accessed from anywhere to meet the challenges currently facing higher education. This creates a personalised approach that delivers a student-centred educational experience. The programme is underpinned by a pedagogical shift from traditional didactic learning to technology enhanced pedagogy.
Students on the programme will have the opportunity to constantly and immediately engage with staff and fellow students, education, tasks, and discussions will be completed outside traditional or formal contact. This is a central aspect and benefit of the programme as it allows students to learn and engage with tasks in a personalised manner and will develop understanding in a convergent manner with feedback and interactions from staff, fellow students, and their networks.
Students are expected to become independent active learners. They will be encouraged to engage in a process of self-reflection on their learning and development. Students will be supported, through assessment in the programme, to develop a portfolio to evidence engagement in a process of Continuing Professional Development (CPD) and Personal Development Planning (PDP).
During First Year, student will be introduced to the concepts of management and will begin to recognise and develop learning skills and personal capabilities alongside a general understanding of the business context.
In Second Year, students will develop and build on the initial introduction to business and enhance their knowledge of related and more specialised areas of business and management and continue to build on and reflect upon their employability skills.
In Third Year, theoretical knowledge will continue to be built upon, with an emphasis on strategic level issues of organisations. Students will be encouraged to become more independent learners, accepting more responsibility for identifying their own development needs.
Learning from throughout the programme is consolidated in the final management project or dissertation and students will continue to develop further theoretical knowledge of important management concepts.
The overall assessment strategy ensures that a coherent balance of assessment is in place and that assessment supports employability and other complex learning intentions. The programme uses a range of teaching, learning and assessment methods which ensure the learning outcomes are achieved. Workshops will be delivered in the most appropriate format for each module, level, and campus. Where appropriate to the module and workshops required, these will be made available as will all required lectures and seminars for the completion of the degree programme.
By the end of the programme the student will have acquired a high level of competence in digital application and any relevant software. All modules coursework submissions will be submitted electronically.

On completion of the degree, graduates may choose to study at post-graduate or Masters Level at the facilitating or other Higher Education Institution. This may be either on a full time or part time, post experience basis (e.g., MBA). It is possible to pursue Professional Institute qualifications in a chosen specialist area of study (e.g., Chartered Management Institute).

Typical Delivery Method
Hybrid through recorded lectures, online tutorials and workshops and on-campus workshops and tutorials every term.

Any additional costs
N/A

Graduate Attributes, Employability & Personal Development Planning
Across the programme of study, the Personal Development Planning (PDP) process gives the opportunity for engagement of students with a set of core activities, which include: • reflection on prior experience, personal attributes and goals;
• audits of skills and feedback on their development;
• opportunities and guidance on the recording of achievements;
• the identification/development of learning goals;
• opportunities to reflect on this material and to gain feedback;
• opportunities (and guidance) on presentation of evidence for different audiences and planning of future
• learning and career development (such as CVs);
• maintaining an effective PDP record.

PDP in the programme

PDP is embedded at modular level throughout the programme.

As a graduate from UWS you will be:

Universal - globally relevant with comprehensively applicable abilities, skills and behaviours.

Work ready - dynamic and prepared for employment in complex, ever-changing environments which require lifelong learning and resilience.

Successful - as a UWS graduate with a solid foundation on which to continue succeeding and realising your potential, across various contexts.

Through studying and graduating from UWS, you will develop attributes across three dimensions:
Academic – knowledge, skills and abilities related to high-level academic study.
Personal – qualities and characteristics of well-rounded, developed, responsible individuals.
Professional – skills, aptitudes and attitudes required for professional working life in the 21st Century.

The employability skills and attributes which Students will gain experience in developing, applying and reflecting upon during the workplace learning will be those identified by The Council for Industry and Higher Education (CIHE) (2008) as the key competencies which employers value

Work Based Learning/Placement Details

Work related learning is embedded with the core of the BA (Hons) Business Management GA Programme. A teach level of the programme students will have the opportunity to use their current organisational experience to explore the concepts and theories that are examined within the theoretical modules delivered on the programme. WBL modules ensure that the content being delivered is contextualised in the workplace to maximise the impact of learning for the benefit of both the company and the student. Students will collect and analyse data from a wide range of resources to develop their understanding of business and management practice and to identify and plan for management interventions to improve organisational performance.

The WBL modules in the programme also incorporate the PDP and CPD elements of the program encouraging students to reflect on their own learning and understanding of the theoretical and practical approaches to managing modern organisations.

The programme is delivered using the AIM approach (detailed above) which enables mobile, immediate and interactive engagement via personal smart technologies.

Attendance and Engagement

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

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

if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the library and on AULA, and complete assessments and submit these on time. Students will also be required to keep in regular contract with their appointed UWS Link Tutor and have at least one link tutor meeting per academic term and engage in independent study. It is GA students' responsibility to arrange meetings with their appointed UWS link tutor who will make their availability known to students at the beginning of each academic term.

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)

Learning Outcomes

SCQF LEVEL 7 Learning Outcomes	
Knowledge and Understanding	
A1	Demonstrate a broad integrated knowledge and understanding of factors impacting on business and business responses to change in the environment.
A2	Explain the socio-cultural phenomenon and strategic drivers that inform, impact, and shape the national policy agendas to local practices of 21st century business.
A3	Develop knowledge and understanding of how business uses and manages resources.
A4	Apply knowledge and understanding of the theoretical foundations, concepts, and principles of business practice in your host organisation.
A5	N/A
Practice - Applied Knowledge and Understanding	
B1	Present documentation in an acceptable manner.
B2	Gather information from a variety of sources.
B3	Identify the most appropriate course of action in given business situations.
B4	N/A
B5	N/A
Communication, ICT and Numeracy Skills	
C1	Utilise a wide range of skills for the gathering and basic analysis of data and the presentation of management ideas and concepts. This will include the use of information and communication technology.
C2	Convey ideas in a well-structured and coherent form.
C3	Use a range of forms of communication effectively in both familiar and new contexts.
C4	N/A
C5	N/A
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Develop the ability to exercise some initiative and independence in carrying out defined activities independently or as part of a team under guidance.
D2	Develop core skills that will enable students to critically evaluate and practically respond to the challenges of the contemporary world of business and enterprise.
D3	Apply understanding and practical knowledge of the underpinning theory and concepts to a live business and enterprise project within the host organisation.
D4	N/A
D5	N/A
Autonomy, Accountability and Working with Others	

E1	Effective self-management in terms of time, meeting deadlines, motivation, and commitment.
E2	Engage in reflective learning.
E3	N/A
E4	N/A
E5	N/A

Level 7 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
7	HURM07001	Introducing People Management	20	☒	☐	☐	
7	MARK07006	Introduction to Marketing	20	☒	☐	☐	
7	ACCT07021	Fundamentals of Finance	20	☐	☒	☐	
7	BUSN07053	Work Based Learning One	40	☐	☐	☒	
				☐	☐	☐	
				☐	☐	☐	

Footnotes for Core Modules

Students will be required to engage with their UWS Link Tutor for the Work Based Learning One (BUSN07053) module from term one. Assessment components for the module are due in Term 3. Progression can only be achieved if each assessment component is completed and successfully passed.

Level 7 Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
7	MARK07013	Foundations of AI in Business	20	☐	☒	☐	
7	BUSN07057	Entrepreneurial Thought and Action	20	☐	☒	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	

Footnotes for Option Modules

Student must choose 20 credits from the optional modules listed above.

Details of available optional modules from the School of Business and Creative Industries portfolio will be published on the Virtual Learning Environment at the beginning of each session. Students will undertake the optional module choice in Term two of the programme.

Level 7 **Criteria for Progression and Award** *Please refer to UWS Regulatory Framework for related regulations*
To progress from SCQF7 to SCQF8 in this programme, students are normally required to obtain at least 120 credits. Students obtaining 120 credits at SCQF7 or above from the programme are eligible for the exit award of the Certificate of Higher Education in Business Management.

SCQF LEVEL 8 Learning Outcomes	
Knowledge and Understanding	
A1	Demonstrate a knowledge and understanding of core business operations.
A2	Understand the contribution of government policies and initiatives on business, which may include legal framework and financial controls.
A3	N/A
A4	N/A
A5	N/A
Practice - Applied Knowledge and Understanding	
B1	Demonstrate an ability to apply theoretical frameworks to organisational settings.
B2	Demonstrate an ability to apply business concepts which impact organisational success.
B3	Demonstrate understanding of the various organisational cultures appropriate for organisational sectors.
B4	N/A
B5	N/A
Communication, ICT and Numeracy Skills	
C1	Use a range of routine skills and techniques in more complex situations.
C2	Use interpersonal skills of effective listening, persuasion, and presentation.
C3	N/A
C4	N/A
C5	N/A
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Develop the ability to exercise some initiative and independence in carrying out defined activities independently or as part of a team under guidance.
D2	Develop core skills that will enable students to critically evaluate and practically respond to the challenges of the contemporary world of business and enterprise.
D3	Apply understanding and practical knowledge of the underpinning theory and concepts to a live business and enterprise project within the host organisation.
D4	N/A
D5	N/A
Autonomy, Accountability and Working with Others	
E1	Effective self-management in terms of time, meeting deadlines, motivation and commitment.
E2	Exercise autonomy and initiative is some activities with appropriate guidance.
E3	Systematically identify and address own learning needs in current areas, associated with the research and critical analysis of business.
E4	N/A
E5	N/A

Level 8 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
8	BUSN08040	Operations Management	20	☒	☐	☐	
8	BUSN08062	Creating Sustainable Business	20	☒	☐	☐	
8	HURM08001	Organisational Behaviour	20	☐	☒	☐	
8	BUSN08064	Work Based Learning Two	40	☐	☐	☒	
				☐	☐	☐	
				☐	☐	☐	

Footnotes for Core Modules

Students will be required to engage with their UWS Link Tutor for the Work Based Learning Two (BUSN08064) module from term one. Assessment components for the module are due in Term 3. Progression can only be achieved if each assessment component is completed and successfully passed.

Level 8 Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
8	BUSN08058	Business Accelerator	20	☐	☒	☐	
8	BUSN08066	Workplace Health and Wellbeing	20	☐	☒	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	

Footnotes for Option Modules

Student must choose 20 credits from the optional modules listed above.

Details of available optional modules from the School of Business and Creative Industries portfolio will be published on the Virtual Learning Environment at the beginning of each session. Students will undertake the optional module choice in Term two of the programme.

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

To progress from SCQF8 to SCQF9 in this programme, students are normally required to obtain at least 240 credits.

Students obtaining 240 credits of which 100 are at SCQF8 or above are eligible for the exit award of the Diploma of Higher Education in Business Management.

Distinction will be awarded in line with University Regulations and no imported credit can be used. (Regulations 3.35 & 3.26).

For information on progression with credit deficit please refer to University Regulation.

Links: UWS Regulatory Framework; and Student Experience Policy Statement.

SCQF LEVEL 9 Learning Outcomes (Maximum of 5 per heading)	
Knowledge and Understanding	
A1	Demonstrate a critical knowledge of a substantial range of major concepts, values and principles of business.
A2	Demonstrate study in depth and in context of a broad range of areas of business.
A3	N/A
A4	N/A
A5	N/A
Practice - Applied Knowledge and Understanding	
B1	Develop the required underpinning to undertake and critique independent research.
B2	Reflect critically on own learning.
B3	N/A
B4	N/A
B5	N/A
Communication, ICT and Numeracy Skills	
C1	Critical application and evaluation of numerical information in certain subject.
C2	Make formal and informal presentations on standard/mainstream general business topics to a range of audiences.
C3	N/A
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	Work in groups or teams as a participant in a way that contributes effectively to the group's tasks.
E2	Interact effectively with tutors and peers.
E3	N/A
E4	N/A
E5	N/A

Level 9 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
9	BUSN09079	The Landscape of Leadership	20	☒	☐	☐	
9	MARK09016	Marketing Communication Mix	20	☒	☐	☐	
9	BUSN09082	Research Design & Methods	20	☐	☒	☐	
9	BUSN09077	Work Based Learning Three	40	☐	☐	☒	
				☐	☐	☐	
				☐	☐	☐	

Footnotes for Core Modules

Students will be required to engage with their UWS Link Tutor for the Work Based Learning Three (BUSN09077) module from term one. Assessment components for the module are due in Term 3. Progression can only be achieved if each assessment component is completed and successfully passed.

Level 9 Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
9	BUSN09042	Enterprise Creation	20	☐	☒	☐	
9	BUSN09093	Globalisation & International Business	20	☐	☒	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	

Footnotes for Option Modules

Student must choose 20 credits from the optional modules listed above.

Details of available optional modules from the School of Business and Creative Industries portfolio will be published on the Virtual Learning Environment at the beginning of each session. Students will undertake the optional module choice in Term two of the programme.

In the event of inadequate student enrolment for an optional module at level nine, students may be directed to undertake the module with the highest enrolment. Module selections are subject to annual review and adjustment to ensure alignment with academic requirements for level nine study.

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

Students obtaining 360 credits with 200 in the subject area, of which a minimum of 100 credits are at SCQF9, are eligible for the exit award of BA Business Management.

Distinction will be awarded in line with University Regulations and no imported credit can be used. (Regulations 3.35 & 3.26)

Links: UWS Regulatory Framework; and Student Experience Policy Statement.

SCQF LEVEL 10 Learning Outcomes (Maximum of 5 per heading)	
Knowledge and Understanding	
A1	Systematically identify and address own learning needs both in current and new areas, making use of research, development and professional materials, including those related to the forefront of business developments.
A2	Execute a defined business project of research or investigation involving the evaluation and synthesis of data from a variety of sources, including academic literature to identify, define and conceptualise and analyse complex business problems and issues to arrive at conclusions.
A3	N/A
A4	N/A
A5	N/A
Practice - Applied Knowledge and Understanding	
B1	Analyse problems in terms of business concepts and apply management principles to propose solutions.
B2	Interpret and explain complex business 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 in speech and writing.
C2	Read complex primary materials and find the key statements from them.
C3	Critically use and evaluate numerical and statistical information.
C4	Distinguish between alternative opinions based on evidence presented in coherent and logical arguments.
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	Critically engage in discourse in relation to business studies and ethical issues.

D3	Give critical evaluations of opinions and identify flaws in arguments in relation to the Business.
D4	Adopt an evaluative approach to the study of business subjects.
D5	Bring together information from a variety of sources, including academic 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	Demonstrate the ability to learn independently with minimal guidance.
E3	N/A
E4	N/A
E5	N/A

Level 10 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
10	BUSN10060	Business in the Age of Acceleration	20	☒	☐	☐	
10	BUSN10059	Organisational Change in Practice	20	☐	☒	☐	
10	BUSN10081	Work Based learning Four	60	☐	☐	☒	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Core Modules Students will undertake three forms of assessment for Work Based Learning Four (BUSN10058). Progression can only be achieved if each assessment component is completed and successfully passed.							

Level 10 Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
20	BUSN10079	The Common Good	20	☐	☒	☐	
20	BUSN10078	Knowledge (Mis)Management	20	☐	☒	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Option Modules							

Student must choose 20 credits from the optional modules listed above.

Details of available optional modules from the School of Business and Creative Industries portfolio will be published on the Virtual Learning Environment at the beginning of each session. Students will undertake the optional module choice in Term two of the programme.

In the event of inadequate student enrolment for an optional module at level ten, students may be directed to undertake the module with the highest enrolment. Module selections are subject to annual review and adjustment to ensure alignment with academic requirements for level nine study

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

Students obtaining 480 credits with a minimum of 200 in the subject at SCQF9 and SCQF10, of which a minimum of at least 100 at SCQF level 10, are eligible for the exit award of BA (Hons) Business Management.

No Distinction is awarded at Honours level (Regulation 3.25).

Links: UWS Regulatory Framework; and 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