Undergraduate Programme Specification

Session	2026/27	**Last Modified**	29.04.2026
Named Award Title	BA Business Enterprise and Marketing		
Award Title for Each Award	BA Business Enterprise and Marketing Dip HE		
Date of Approval	June 2024		
Details of Cohort Applies to	Entrants from Sept 2024		
Awarding Institution	University of the West of Scotland	**Teaching Institution(s)**	University of the West of Scotland New College Lanarkshire
Language of Instruction & Examination		English	
Award Accredited by		University of the West of Scotland	
Maximum Period of Registration		3	
Duration of Study			
Full-time	X	**Part-time**	
Placement (compulsory)	No		
Mode of Study	☒ Full-time ☐ Part-time		
Campus	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☐ Paisley	☐ Online / Distance Learning ☒ Other (specify) NCL Motherwell
School	**Business and Creative Industries**		
Divisional Programme Board	**Marketing, Innovation, Tourism Events**		
Programme Leader	Dr Karina McGowan		

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:

Applicants to the programme at Level 9 should have completed an SQA Higher National Diploma (HND). Applicants to the programme at Level 8 should have completed an SQA Higher National Certificate (NNC). Entry to the degree with alternative titles will be subject to the programme leader's approval following matching of content.

Applicants with non-Scottish based qualifications will also be considered provided these are at an equivalent level of study and that the programme title and content is relevant. Where there is any requirement to match content, this will be the responsibility of the programme leader.

Prior experiential learning in respect of Recognition of Prior Learning (RPL) and/or Accreditation of Prior Learning (APL) will also be considered for entry to the NCL-based programme for applicants, subject to UWS requirements for entry on this basis. Further information can be found in Chapter 2 (pages 14 to 19) of the UWS Regulatory Framework: https://www.uws.ac.uk/media/ctqfot55/uws-regulatory-framework-2024-25.pdf

"2.10 In addition to the above, programme documentation will set out appropriate requirements for specific prior qualifications and/or experience, and any competitive entry requirements. The University's equality and diversity policies apply, and equivalent qualifications and/or experience will be accepted in place of those specified. Programmes which provide entry into specific professions may be obliged to meet particular requirements on admissions set by Professional, Statutory and Regulatory Bodies (PSRBs) for entry, for example for Protection of Vulnerable Groups."
Note Regulation 2.4 on contextualised admissions.

For applicants whose first language is not English, Regulation 2.12 sets out the English Language Requirements in terms of IELTS. See details at https://www.uws.ac.uk/international/english-language-requirements/

Or GCE

Or SQA National Qualifications / Edexcel Foundation

Other Required Qualifications/Experience

Further desirable skills pre-application

General Overview

The BA Business Enterprise and Marketing has been designed to ignite your entrepreneurial spirit and equip you with the skills and knowledge needed to thrive in the dynamic world of self-employment or small and medium-sized enterprises (SMEs). Our BA Business Enterprise and Marketing degree will provide you with the opportunity to develop your business acumen so that you can turn your vocational passion into a thriving commercial business. We believe that true success lies at the intersection of passion and profession. The curriculum is

designed to help you focus on your niche and home in on what makes your entrepreneurial journey uniquely yours. You will graduate not only with a degree but with a portfolio of applied knowledge ready to make an impact.
In this degree programme, you will delve into the principles of business creation and marketing, providing you with a strong foundation for establishing and managing your own business venture. From understanding market trends to mastering start-up essentials, you will acquire the skills necessary to navigate a business setting. The programme curriculum has been designed to keep you ahead of the curve, teaching you to anticipate changes, embrace challenges, and turn disruptions into opportunities. From a leadership perspective, you will develop the skills required to drive positive change. You will be introduced to the concept of corporate social responsibility and learn how to lead in a way that is adaptable, collaborative and beneficial for future generations.
The skills included in your degree reflect market expectations of a business degree and those of the Quality Assurance Agents (QAA) which oversees university degree programmes.

Further Study Opportunities:
On completion of your degree, you may wish to study at postgraduate or master's level at UWS in our business related programmes, either on a full-time or part-time basis. On completion of this, you may even choose to study towards completion of a doctorate.

Typical Delivery Method

The BA Business Enterprise and Marketing programme uses a wide range of learning, teaching, and assessment strategies that will help you to attain the learning outcomes of the programme.
Within each module, assessment methods have been designed and developed in line with the appropriate learning outcomes. These will help you to develop employability and interpersonal skills and encourage you to reflect on what you have learned. Importantly, assessments afford you the opportunity to contextualise your work within the area of the market that you aspire to move in to.

At Level 8 you will study a range of business, entererprise and marketing modules. In Term 1 these include Organsiational Behaviour, Creating Sustainable Business and Business Accelerator. In Term 2 modules include Digital Workplaces, Social Media Marketing, and Professional Development Experiences (Level 8). Assessment methods range in scope across these modules to include portfolios, presentations, class tests, reports and business model development.

At level 9 you will be introduced to a set of academic modules focused on further developing your business acumen and entrepreneurial ability. These modules will help you to better understand how to turn your specific vocational passion into a thriving commercial business.

Modules in Term 1 of level 9 include Enterprise Creation, Emerging Issues in Business and Contemporary Consumer Behaviour. In your second term of study, you will learn how to devise effective integrated marketing communication strategies to promote your commercial business idea. You will additionally learn how to lead a commercial business responsibly. Finally, you will complete a professional development module where by you will select and define an opportunity and undertake a negotiated project, relevant to the course and your level of study. This will be of your choosing, ultimately having a significant impact upon your practical skills, employability and your entrepreneurial journey.

At level 9, the BA Business Enterprise and Marketing degree will again provide you, as a student, with a variety of formative and summative assessment opportunities. This will include a range of group and individual reports, portfolios, debates and presentations and the development of podcasts and campaigns. Assessments will enable you to showcase and develop other core and meta skills, including digital literacy, communication, initiative leading and creativity.

Your studies will be supported by quality learning materials available on our UWS learning platform Aula, where you will have access to a range of resources including case studies, questions with solutions, discussion boards, journal articles and quizzes. The Aula site will also be used for submission of assessments. Self-learning is key to your success, but you will be supported throughout your time on the programme.

Any additional costs

Textbooks (also available in library) £50- 200
Stationary – notepads/pens/highlighters £20
Printing & photocopying £20

Graduate Attributes, Employability & Personal Development Planning

The UK Higher Education Policy Institute (HEPI) published an article in 2023 summarising the key findings of a report 'An Analysis of the Demand for Skills in the Labour Market in 2035' by the Nuffield Foundation and University of Sheffield. This report details how demand for skills will change between now and 2035 based on the expected direction of our economy and available labour resources. It highlights the essential employment skills needed as:

- Collaboration
- Communication
- Creative Thinking
- Information Literacy (gathering, processing, and using information)
- Organising, planning, and prioritising work
- Problem-solving and decision making

Learning outcomes throughout the programme have been designed to ensure that you will have the opportunity to develop the skills and attributes that are most valued by employers. The programme has employability embedded into its core curriculum, thereby ensuring you are equipped to develop key skills and the ability to reflect on your own personal development.

As a graduate of 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

External Quality Assurance:

The Quality Assurance Agency (QAA) acts as the expert quality body on behalf of the Higher Education sector. It has recently updated its Subject Benchmark Statement for Business and Management degree courses.

Section 1.4 (page 3) of the new Subject Benchmark Statement states that the purposes of Business and Management degree courses are to:

- Develop a critical understanding of organisations, cultures and structures, their management, and wider economic, environmental, and social contexts
- Instil an understanding of responsible leadership
- Provide preparation for and development of a wide range of careers, including in business and management
- Develop relevant skills and attributes which enhance employability and equip graduates to become impactful global and inclusive citizens as well as reflective independent and collegial lifelong learners.

This programme closely aligns to these benchmarks in the learning outcomes for the programme which are documented below.

Work Based Learning/Placement Details

At both Level 8 and Level 9 you will undertake a Professional Development module in Term 2 whereby you will select and define an opportunity and undertake a negotiated project, relevant to the course and your level of study. This will be of your choosing, ultimately having a significant impact upon your practical skills, employability and your entrepreneurial journey.
These modules are wide in scope and will allow you to undertake work including, but not limited to, work experience, consultancy work, entrepreneurial activity or volunteering.
The onus is on you, the student, to select and experience an appropriate opportunity.

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:

Weekly engagement on the VLE platform and attendance at lectures and tutorials

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	
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	Understand the contribution of government policies and initiatives on business enterprises, which may include legal frameworks and financial controls.
A2	Demonstrate knowledge and understanding of types of business and their objectives, the impact of environmental factors on businesses, their functions and organisational structures.
A3	Understand the main areas and features of study in related business disciplines which may include project planning, risk assessment, consumer behaviour, health and safety and contract management.
A4	
A5	
Practice - Applied Knowledge and Understanding	
B1	Determine and apply the appropriate market structures relevant to a business based upon 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 and marketing concepts/functions which impact organisational success
B4	Practice operational skills required in the business and marketing environment, which may include business management, marketing and HRM
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 business enterprise and marketing
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 business enterprise and marketing subjects
E4	
E5	

Level 8 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
8	HURM08001	Organisational Behaviour	20	☒	☐	☐	
8	BUSN08062	Creating Sustainable Business	20	☒	☐	☐	
8	BUSN08058	Business Accelerator	20	☒	☐	☐	
8	BUSN08061	Digital Workplaces	20	☐	☒	☐	
8	MARK08017	Social Media Marketing	20	☐	☒	☐	
8	BUSN08068	Professional Development Experiences Level 8	20	☐	☒	☐	
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

Progression to SCQF Level 9 is available to students who fulfil the university progression requirements as detailed in line with the Regulatory Framework.

Students who have accrued 240 credit points of which a minimum of 90 are at SCQF Level 8 or above, including all core modules, may choose to exit with a Diploma of Higher Education (DipHE) in Business Enterprise and Marketing. This is in accordance with UWS Regulatory Framework. Distinction shall be awarded in line with the UWS Regulatory Framework.

SCQF LEVEL 9 Learning Outcomes (Maximum of 5 per heading)	
Knowledge and Understanding	
A1	Demonstrate an understanding of the scope and defining features of business enterprise and marketing, and an integrated knowledge of key areas and boundaries
A2	Demonstrate knowledge of a substantial range of major concepts, values and principles relating to business enterprise & marketing
A3	Demonstrate knowledge and understanding of a broad range of practical activities relevant to business enterprise and marketing
A4	Demonstrate knowledge and understanding of personal development within the business enterprise and marketing context
A5	
Practice - Applied Knowledge and Understanding	
B1	Apply knowledge and understanding of relevant and up-to-date theories
B2	Undertake independent research
B3	Reflect critically on own learning
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 skilled 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 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
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 enterprise and marketing professions
E5	

Level 9 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
8	MARK08009	Contemporary Consumer Behaviour	20	☒	☐	☐	
9	BUSN09042	Enterprise Creation	20	☒	☐	☐	
9	BUSN09078	Emerging Issues in Business	20	☒	☐	☐	
9	MARK09016	Marketing Communications Mix	20	☐	☒	☐	
9	BUSN09089	Sustainable Leadership	20	☐	☒	☐	
9	BUSN09085	Professional Development Experience Level 9	20	☐	☒	☐	
Footnotes for Core Modules							

Level 9 Modules

OPTION

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

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

Students who successfully complete and pass 360 credit points of which a minimum of 90 are at SCQF Level 9 or above, including all core modules, will be eligible to receive the award BA Business Enterprise and Marketing. This is in accordance with UWS Regulatory Framework. Distinction shall be awarded in line with the UWS Regulatory Framework.

SCQF LEVEL 10 Learning Outcomes (Maximum of 5 per heading)	
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 10 Modules

CORE

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

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

Level 10 Modules

OPTION

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

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

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**
V1 2526 (inclusion of level 8)	15.07.2025	KM