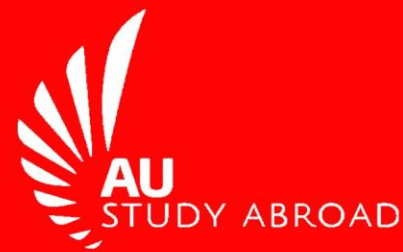




**UWE**  
**Bristol** | University  
of the  
West of  
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# AU-UWE

## STUDY ABROAD PROGRAM



# 3 + 1 Program

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## PROGRESSION ROUTES

ABAC Programme	UWE Programme
BBA (Management) (Any Concentration)	BA (Hons) Business and Management
BBA (Management) with Plan A (Strategic HRM) Major Concentration Course	BA(Hons) Business and Human Resource Management
BBA (Management) with Plan B (Marketing) Business Concentration Course	BA (Hons) Business Management with Marketing
BBA (Marketing) (Any Concentration)	BA (Hons) Marketing
BBA (Finance and Banking) with Plan B (Accounting) Business Concentration course	BA (Hons) Business Management with Accounting and Finance
BBA (Accounting) (Any Concentration)	BA (Hons) Business Management with Accounting and Finance
BBA (International Business Management)	BA (Hons) International Business Management

### BA (Hons) Business and Management

Progression from: BBA (Management)

Year Long Modules		Semester One
<b>Business Project (UMCDFS-30-3)</b> <b>30 Credits</b>	Managing Organisational and Individual Change (UMOD68-30-3) 30 Credits	Strategic Management (BIM) (UMSD7T-15-2) 15 credits
		One Option Module 15 Credits
		Semester Two
		Two Option Modules 15 Credits
OPTION MODULES		
SEMESTER 1		SEMESTER 2
<ul style="list-style-type: none"> <li>▪ International HRM UMPD7G-15-3</li> <li>▪ Coaching in Organisations UMOD6G-15-3</li> <li>▪ Public Relations UMKD6V-15-3</li> <li>▪ Interactive &amp; Digital Marketing UMKD6S-15-3</li> <li>▪ Public Relations UMKD6V-15-3</li> <li>▪ Competing Through Quality UMMD7N-15-3</li> <li>▪ Accounting for Managers UMAD5S-15-3</li> <li>▪ The Economics of Developing Countries UMED8X-15-3</li> <li>▪ Virtual Business UMSD89-15-3</li> </ul>		<ul style="list-style-type: none"> <li>▪ International Financial Management UMAD5T-15-3</li> <li>▪ Global Marketing Management UMKD6Q-15-3</li> <li>▪ HR Development &amp; Knowledge Management UMPD7F-15-3</li> <li>▪ Organisational Leadership UMOD6F-15-3</li> <li>▪ Events &amp; Festivals Management UMKD75-15-3</li> <li>▪ Sustainable Business UMED95-15-3</li> <li>▪ Investment Management UMAD5X-15-3</li> <li>▪ Personal Financial Planning UMAD5R-15-3</li> <li>▪ Entrepreneurial Management UMSD84-15-3</li> <li>▪ Project Management UMMD7P-15-3</li> <li>▪ International Business in the Emerging Markets UMSD7W-15-3</li> <li>▪ Brand Management UMKDCA-15-3</li> <li>▪ Business Innovation &amp; Growth UMSD87-15-3</li> </ul>

## BA (Hons) Business and Human Resource Management

Progression from: BBA (Management) with PLAN A (Strategic HRM) Major concentration courses

Year Long Modules		Semester One
<b>Business Project (UMCDFS-30-3)</b> 30 Credits	Managing Organisational and Individual Change (UMOD68-30-3) 30 Credits	Strategic Management (BIM) (UMSD7T-15-2) 15 credits
		International Human Resource Management (UMPDG-15-3) 15 credits
		Semester Two
		Two Option Modules 15 Credits
		Strategic Human Resource Management (UMPD7H-15-3)

## BA (Hons) Business Management and Marketing

Progression from: BBA (Management) with PLAN B (Marketing) Business concentration courses

Year Long Modules		Semester One
<b>Business Project (UMCDFS-30-3)</b> 30 Credits	Managing Organisational and Individual Change (MET) (UMOD6D-30-3) 30 Credits	Strategic Management (MET) (UMSD7T-15-3) 15 credits
		<b>One Option Module (15 Credits):</b> <ul style="list-style-type: none"> <li>• Public Relations (UMKD6V-15-3)</li> <li>• Interactive and Digital Marketing (UMKD6S-15-3)</li> <li>• Key Account Management (UMKD6W-15-3)</li> </ul>
		Semester Two
		Two Option Modules 15 Credits
		<b>One Option Module (15 Credits):</b> <ul style="list-style-type: none"> <li>• Global Marketing Management (UMKD6Q-15-3)</li> <li>• Events and Festivals Management (UMKD75-15-3)</li> <li>• Brand Management (UMKDCA-15-3)</li> </ul>

## BA (Hons) Marketing

Progression from: BBA (Marketing) with Any Concentration Course

Year Long Modules		Semester One
<b>Business Project (UMCDFS-30-3) 30 Credits</b>	Contemporary Issues in Marketing (UMKD6Y-30-3) 30 Credits	<b>Two Option Modules (15 Credits):</b> <ul style="list-style-type: none"> <li>Interactive and Digital Marketing (UMKD6S-15-3)</li> <li>Key Account Management (UMKD6W-15-3)</li> <li>Strategic Management (MET) (UMSD7T-15-3)</li> </ul>
		<b>Semester Two</b>
		Brand Management (UMKDCA-15-3)
		<b>One Option Module (15 Credits):</b> <ul style="list-style-type: none"> <li>Global Marketing Management (UMKD6Q-15-3)</li> <li>Events and Festivals Management (UMKD75-15-3)</li> <li>Marketing Services (UMKD6R-15-3) 15 Credits</li> </ul>

## BA (Hons) Business Management with Accounting and Finance

Progression from: BBA (Finance and Banking) with Plan B (Accounting) Business Concentration course

BBA (Accounting) with any Concentration courses

Year Long Modules		Semester One
<b>Business Project (UMCDFS-30-3) 30 Credits</b>	Managing Organisational and Individual Change (AEF) (UMOD69-30-3) 30 Credits	Strategic Management (AEF) (UMSD7U-15-3) 15 credits
		UMAD5S-15-3 Accounting for Managers (UMAD5S-15-3) (15 credits)
		<b>Semester Two</b>
		<b>Two Option Module (15 Credits):</b> <ul style="list-style-type: none"> <li>Personal Financial Planning (UMAD5R-15-3)</li> <li>Investment Management (UMAD5X-15-3)</li> <li>International Financial Management (UMAD5T-15-3)</li> <li>Audit &amp; Corporate Governance (UMAD5Q-15-3)</li> </ul>

## BA (Hons) International Business Management

Progression from: BBA (International Business Management) with any concentration courses

Year Long Modules		Semester One
<b>Business Project (UMCDFS-30-3) 30 Credits</b>	Managing Organisational and Individual Change (BIM) (UMOD68-30-3) 30 Credits	Strategic Management (BIM) (UMSD7T-15-3) 15 credits
		<b>One Option Module (15 Credits):</b> <ul style="list-style-type: none"> <li>International HRM (UMPD7G-15-3)</li> <li>Doing Business in Asia (UMSD4T-15-3)</li> <li>Economics of Developing Countries (UMED8X-15-3)</li> </ul>
		<b>Semester Two</b>
		Multinationals in Domestic and Global Context (UMSD9F-15-3) 15 Credits
		<b>One Option Module (15 Credits):</b> <ul style="list-style-type: none"> <li>Global Marketing Management (UMKD6Q-15-3)</li> <li>International Financial Management (UMAD5T-15-3)</li> <li>International Business in the Emerging Markets (UMSD7W-15-3)</li> <li>Economic Issues in International Business (UMED97-15-3)</li> </ul>

### Top-Up Awards Available:

- BA(Hons) Business and Management
- BA(Hons) Business Management and Economics
- BA(Hons) Business Management with Marketing
- BA(Hons) Business and Management with Accounting and Finance
- BA(Hons) Accounting and Finance
- BA(Hons) Economics
- BA(Hons) Banking and Finance
- BA(Hons) International Business Management
- BA(Hons) Business and Events Management
- BA(Hons) Marketing
- BA(Hons) International Business Communication
- BA(Hons) Business and Human Resource Manage

## Entry Requirements

1. A minimum GPA of 2.5 on 4.00 scale
2. IELTS 6.5 or equivalent (Not lower than C of English I-IV)
3. Completed at least 109 credits of required subject

## Tuition Fees

Approximately £ 15,000 (Per Year) or 620,000 Baht (Per Year)

## Living Expense

Approximately £ 1000 (Per Month) or 50,000 Bath (Per Month) included Accommodation fees

## Scholarship

GPA 2.50 above £1000 (Per Year)

GPA 3.00 above £2000 (Per Year)

## Admission Period

January & September

## Application Period

At least 4 months before the semester begins

\*Deposit of 10,000baht for the application fees (It's refundable only in the case of visa or University rejection.)