Get ready for BA(Hons) Business Management with Marketing (Top Up)

Hello! As your Programme Leader, I warmly welcome you onto **BA(Hons) Business Management with Marketing (Top Up).**

I very much look forward to meeting you soon, and please do get in touch if you have any further questions.

I have provided some information below that will help you to prepare for starting with us.

Dr Ola Ogunbodede
Programme Leader

Before you start

We are looking forward to welcoming you in the week commencing 14th September for Starting Block and the beginning of your programme.

Starting Block will help you settle into university and to help you get to know your teaching team and course mates. We will help you find your way around, get used to our systems, and practice the skills you need to make a strong start. Look out for further emails and explore the Starting Block website with more details.

Your timetable will be available to you via MYUWE (login required) once you have started the enrolment process. Please visit the 'Understanding your teaching timetable' website to find out when your timetable will be published.

Preparing and arrival

You can find everything you need to know about enrolment, Starting Block and the start of teaching, on our Preparing and Arrival webpage. Take a look at our website to familiarise yourself with our facilities and services such as the library, study skills, academic support, health and wellbeing support and much more.

Enrolment

Once you have satisfied all admissions requirements, we'll send you your login details for our IT systems to enable you to activate your university email account. Once your account has been activated, you'll gain access to the MYUWE platform where you can register. Note that your login details for MYUWE are different to those used for the UWE Welcome website. Enrolment for September programmes will only be open from August onwards. You can find guidance and further information on our enrolment website.

ID card - upload your photo now

We can only print your ID card if you have added your photo to MYUWE. To avoid delays, upload your photo as soon as you receive login details. For help, go to our student card guidance.

Engage with your programme

Read around your subject

To succeed within your chosen programme, you will need to think critically about key issues and practices. Here are some books and resources to help you to understand the scope of your programme:

Porter and Strategy as Choice

If you would like to explore the ideas of Michael Porter, it is certainly worth looking at one (or more) of these books:

- Mintzberg, H., Ahlstrand, B. and Lampel, J. (1998) Strategy Safari, New York: FreePress
- Porter, M.E. (1980) Competitive Strategy, New York: Free Press
- Porter, M.E. (1985) Competitive Advantage: Creating and Sustaining Superior Performance, New York: Free Press

Competitive Advantage and RBV

Firms compete in a dynamic and often turbulent environment where innovation, timely decision making and change is needed to stay ahead of the competition. Take a look at these books to find out more about how firms can do this:

- Priem, R.L. and Butler, J.E. (2001) Is the Resource-Based View A Useful Perspective for Strategic Management Research, 26, 1, 23-40
- Teece, D., & Pisano, G. (1994). The dynamic capabilities of firms: An introduction. Industrial and Corporate Change, 3(3): 537-556.

Innovation and Value Innovation

For reading on Blue Ocean Strategy it is worth looking at Chan Kim and Rene Mauborgne's book of that title:

- Kim, W. C. and Mauborgne (2005) Blue Ocean Strategy, Boston: HBS Press
- If you are interested in disruptive innovation and the innovators dilemma here is a video of Clay Christensen explaining his theory.

Managing Organisation Change

For this module, we recommend these references:

- Dawson, P. & Andriopoulos, C. (2017) *Managing Change, Creativity and Innovation*,3rd edition, Sage Publications
- Pre-reading: Chapter 1 (Introduction) and Chapter 3 (A Brief History of Management Thought in the Development of Concepts, Thoughts and Theories of Business Practice)

- (We recommend the 3rd 2017 edition of the core text. You can use either the (2017)3rd edition or the (2014) 2nd edition of this Sage Publications core text).

Or

- Dawson, P. & Andriopoulos, C. (2014) Managing Change, Creativity and Innovation, 2nd edition, Sage Publications
- Pre-reading: Chapter 1 (Introduction) and Chapter 2 (A Historical Overview of Business Practice and Theory Development)

Module choices

We have chosen optional modules for you so you will have a complete timetable when you arrive. If you want to, you will be able to change any optional modules in the first weeks. How to do this will be explained in your programme introduction sessions.

Be prepared

Access support

Check the information on our Disability web pages so you know what you need to do. If you need any urgent additional mobility or other support to fully access all activities during your studies, contact me as your programme leader.

Get equipped

The University has computers on all our campuses for you to use during your studies. These provide access to our core digital learning tools and any specialist software required for your course. You may have scheduled sessions in computer labs or other specialist facilities, and you will be able to use open-access PCs for self-study.

UWE Bristol licenses many specialist software packages for use on personal laptops for the duration of your course. If you're struggling to meet the financial demands of your course, please contact the Student Money Service team for advice and guidance.

See the UWE webpage for detailed information on choosing your IT equipment including recommended specifications.

For this programme we recommend the **Core Specification**.

International students

The Global Student Support Team offer information and advice to ensure you receive all the support you need to get the best from your time at UWE Bristol. They are here to help you to settle in when you first arrive at UWE Bristol and organise social events to help you to adapt to your new environment.

Next steps

Before you arrive, you will receive an online workbook to introduce you to the School and help you to prepare for university life. You can go through the workbook then, and it will be revisited during your induction activities.

Who to contact if you have questions

For any questions about the programme, please contact me: **Ola Ogunbodede** via email at ola.ogunbodede@uwe.ac.uk

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Please note: this information has been provided on the assumption that you will meet the conditions of your offer and be eligible to take up your place.

Entry: Autumn 2026 Last updated: Spring 2026