



MODULE SPECIFICATION

Code: UMXD4K-40-3

Title: Research Project

Version: 1

Level: 3

UWE credit rating: 40

ECTS credit rating: 20

Module type: Project

Owning Faculty: FBL

Field: Non modular (Organisation Studies)

Faculty Committee approval: QMAC

Date:

Approved for Delivery by: Management Development Partnership Limited

Valid from: September 2011

Discontinued from:

Contributes towards: BSc (Hons) Business Management

Pre-requisites: None

Co-requisites: None

Excluded combinations:

Aim of module

The module aims to act as a capstone module allowing students to conduct an integrative research investigation in which they demonstrate that they can apply knowledge and understanding from the whole programme to the work environment.

Learning outcomes:

On successful completion of this module students will be able to:

- Explain and justify different methodological approaches to a research project. (A)
- Critically evaluate relevant theories, models and concepts and apply these to a project. (A)
- Understand and apply ethical standards in the design and research of a project. (A)
- Identify and justify appropriate research objectives for the project. (A)
- Apply and evaluate an appropriate research methodology to achieve project objectives. (A)
- Understand and apply relevant data analysis techniques in the project. (A)
- Evaluate outcomes and, where appropriate, make defensible recommendations. (A)
- Reflect findings within an academic context. (A)

Syllabus outline:

The theories, models and concepts used in the project will be drawn largely from the four preceding modules supported by guidance on research methodologies and the writing and structuring of a research project.

Indicative topics that will be covered include:

- identifying and presenting a proposal for a research project;
- conducting a literature review;
- an outline of methodological approaches;
- using qualitative data in research;

- using quantitative data in research;
- analysing and presenting data;
- drawing conclusions and justifying recommendations.

Teaching and learning methods:

On completion of the programme modules, students will be allocated a research project supervisor. Students will be required to submit a research project proposal to their supervisor, demonstrating applied knowledge and understanding of research methodology, prior to undertaking the substantive part of their research project research.

Students will be required to develop a schedule with their supervisor and to liaise, normally by e-mail, as the project develops and progresses.

The topic chosen should be relevant to management business administration and should demonstrate application of module concepts and theories covered in the programme modules.

Students will be expected to present the completed work in formal research project style and to submit a reference list and, if appropriate, a bibliography of sources, using the designated referencing conventions.

Reading Strategy

The essential reading will be specified in the module handbook and on the Virtual Learning Environment at the start of the module. This is potentially subject to change at short notice and students should not purchase any text without the guidance of the module leader. Examples of the essential reading for this module may include:

Saunders, M., Thornhill, A., and Lewis, A., (2009) *Research Methods for Business Students* Harlow: Pearson

Fisher, C., (2010) *Researching and Writing a Dissertation: An Essential Guide For Business Students*. Harlow: Pearson

Indicative Reading List:

The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.

- Blumberg, B. Cooper, D.R. & Schindler, P.S. (2005), *Business Research Methods*, McGraw Hill
- Easterby-Smith, M., Thorpe, R., & Lowe, A. (2002), *Management Research – An Introduction*, London, Sage
- Fisher, C. (2004), *Researching and Writing a Dissertation for Business Students*, Prentice Hall.
- Gray, D.E. (2004), *Doing Research in the Real World*, London, Sage
- Jankowicz, A.D. (2005), *Business Research Projects for Students*, (4th ed), London, Business Press
- McMillan, K. & Weyers, J. (2007), *How to Write Dissertations and Project Reports*, Pearson Prentice Hall

Assessment Strategy

This is a project module where formative assessment is provided through the submission of a proposal document in which the student outlines their proposed research methodology. Students are provided with feedback for learning purposes only, however the proposal must be approved by the designated

supervisor before the student progresses to the active research stage. The module is wholly assessed by the submission of a 13,000 (maximum) words excluding appendices project report.

Weighting between components A and B (n/a) A: 100%

ATTEMPT 1

First Assessment Opportunity

Component A

Description of each element

Element weighting

1 Research Project (13000 max words)

100%

Second Assessment Opportunity (further attendance at taught classes is not required)

Component A

Description of each element

Element weighting

1 Research Project (13000 max words)

100%

EXCEPTIONAL SECOND ATTEMPT (Retake): Attendance at taught classes is required.

**Specification confirmed byDate
(Associate Dean/Programme Director)**