



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Work-based Enquiry Project				
Module Code	UMCD9T-30-3	Level	3	Version	1
Owning Faculty	FBL	Field	Business and Management Cross Disciplinary		
Contributes towards	AEF: BA (Hons) Business Studies/Management with Accounting & Finance; BA (Hons) Business Studies/Management with Economics BIM: BA (Hons) Business Studies/ and Management; BA (Hons) Business Management /(LCO); BA (Hons) International Business; BA (Hons) Business & HRM; MET: BA (Hons) Business Enterprise; BA (Hons) Business Studies/Management with Marketing; BA (Hons) Marketing; BA (Hons) Marketing Communications; BA(Hons) Business Studies/Management with Tourism; BA (Hons) Tourism Management; BA (Hons) Business with Events Management				
UWE Credit Rating	30	ECTS Credit Rating	15	Module Type	Project
Pre-requisites	Methods of Enquiry UMCDTX-30-2 Learning Enquiry and Development on Placement UMCD9X-15-3	Co- requisites			
Excluded Combinations	Other 30 credit project modules	Module Entry requirements			
Valid From	September 2012	Valid to			

CAP Approval Date	QMAC Dec 11
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to :</p> <ul style="list-style-type: none"> - discuss, critique and apply knowledge of enquiry and research methodologies, methods and analytical techniques (A) - demonstrate detailed knowledge of a business topic including the literature published in the area, its underlying concepts, theories and assumptions (A) - research independently, including the ability to identify and define problems and plan, timetable and execute a realistic enquiry design (A) - formulate reasoned solutions and make practical recommendations (A) <p>In addition the educational experience may explore, develop and practise but not formally discretely assess the following:</p> <ul style="list-style-type: none"> - skills of effective communication in negotiating research access and managing tutor relationships - skills of academic writing and work organisation - personal skills such as resourcefulness, flexibility, creativity and clarity of

	thought, and self confidence
Syllabus Outline	<p>Students are required to plan and complete a Work-based Enquiry Project which is the investigation of a business issue and may conclude with proposals for an evidence-based solution/response.</p> <p>Projects are based on an enquiry question arising out of the experience or knowledge of business acquired during a formally approved placement year.</p> <p>Completion of the Work-based Enquiry Project is an independent learning experience, supported by supervision sessions, field co-ordinated support sessions and attendance at workshops on e.g. writing up research.</p> <p>Although the project largely involves self-directed private study supported by supervision, there will be a taught unit within the module, involving lectures, lectorials and skills sessions (see below). It is anticipated that this unit will also be available to students from other final year project-based modules.</p> <p>Week 1: Introduction to the Unit: project documents and dissertations Week 2: Planning Week 3: Structuring Week 4: Writing Week 5: Editing and reviewing</p>
Contact Hours/Scheduled Hours	<p>Module delivery will be based on 6 hours of scheduled learning and teaching activities per teaching week during the initial 5 week taught unit. This will consist of:</p> <ul style="list-style-type: none"> - A weekly one hour lecture for the delivery of core syllabus concepts - A two hour facilitated enquiry/problem-based learning lectorial - Up to three one hour skills development/group supervision/surgery workshops with tutor feedback and support <p>All students will continue to work with the supervisor allocated to them whilst on Placement to provide one-to one on going advice throughout the project.</p> <p>Extensive use will be made of Blackboard, and students will also be directed towards the University Library online Study Skills resources for the development of skills appropriate to the level and style of the module.</p>
Teaching and Learning Methods	<p>Learning Strategy</p> <ul style="list-style-type: none"> - Students study time will be allocated between literature research, methodological reflection, data collection and analysis and writing. - The weighting of these activities will depend upon the nature of the research topic and the balance between theoretical and empirical emphasis in their chosen research design. - Students would be expected to commit substantial time to in depth reading and reflection on their literature review, methodology, and data analysis at level 3 when writing up their projects.
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p>

Key Information Set - Module data				
Number of credits for this module				30
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
300	40	260	0	300

The table below indicates as a percentage the total assessment of the module which constitutes a -

Coursework: Written project

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%

Reading Strategy

All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through websites and information gateways. The University Library's web pages provide access to subject relevant resources and services and the library catalogue. Many resources can be accessed remotely, and remain accessible to placement students. Guidance on access to library resources is provided in the module handbook.

The essential reading will be specified in the module handbook and on Blackboard 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 the module may include:

Bryman, A. and Bell, E. (2003). *Business Research Methods*. Oxford University Press Or,

Fisher C., (2007) *Researching and Writing a Dissertation: A guidebook for business students (2nd Edition)* Harlow: Pearson FT Prentice Hall Or

Saunders, M.N.K., Thornhill, A. and Lewis, P. (2009) *Research Methods for Business Students (5th ed.)*. Harlow: Pearson FT Prentice Hall.

These texts provide a sound introduction to the form and process of business research. They provide an invaluable support tool in developing a research project design and selecting appropriate data collection methods and approaches to data analysis.

Further Reading

Students are expected to make extensive use of bibliographical databases and to identify recent and relevant academic literature to support their chosen topic.

	<p>Academic papers from high quality journals should comprise the bulk of the literature review along with books and other non refereed publications. Students are expected to demonstrate an appropriate level of familiarity with the literature in their chosen area, through independent research and use of a broad variety of resources.</p> <p>Students should also be able to demonstrate understanding of their methodological approach and therefore also need to read around the theoretical fundamentals of research. A good starting point is found in</p> <p>Blaikie, N. (2000). <i>Designing Social Research</i>. Blackwell Publishing Ltd</p> <p>The annual Module Handbook contains further advice on reading including accessing literature resources and alternative texts.</p>
Indicative Reading List	<p>Bryman, A. and Bell, E. (2007) <i>Business Research Methods</i> (2nd ed.). Oxford: Oxford University Press.</p> <p>Davies, M.B. (2007) <i>Doing a Successful Research Project</i>. Basingstoke: Palgrave Macmillan.</p> <p>Easterby-Smith, M., Thorpe, R. and Jackson, P.R. (2008) <i>Management Research</i>. London: Sage.</p> <p>Fisher, C. (2007) <i>Researching and Writing a Dissertation: A Guidebook for Business Students</i> (2nd ed.). Harlow: Pearson FT Prentice Hall</p> <p>Greetham, B. (2009). <i>How to Write your Undergraduate Dissertation</i>. Basingstoke: Palgrave Macmillan.</p> <p>Hart, C. (1998) <i>Doing a Literature Review: Releasing the Social Science Research Imagination</i>. London: Sage.</p> <p>Saunders, M.N.K., Thornhill, A. and Lewis, P. (2009) <i>Research Methods for Business Students</i> (5th ed.). Harlow: Pearson FT Prentice Hall.</p> <p>Saunders, Mark. and Lewis, P. (2011). <i>Doing Research in Business and Management: an essential guide to planning your project</i>. Harlow: Pearson Education</p> <p>White, P. (2008) <i>Developing Research Questions: A Guide for Social Scientists</i>. Basingstoke: Palgrave Macmillan.</p> <p>Yin, R. (2008). <i>Case Study Research: Design and Methods</i> (4th ed.). London: Sage.</p>

Part 3: Assessment	
Assessment Strategy	<p>This is a project module comprising a sole element of assessment the 9,000 word Work-based Project Report.</p> <p>Formative assessment is provided in 2 ways</p> <ul style="list-style-type: none"> - as part of the pre-requisite Learning Enquiry & Development on Placement module where all students are required to complete a Learning Contract which includes a research proposal and ethics approval form. The Learning Contract ensures that timely access to the organisation at an appropriate level has been negotiated between the student and employer for the purpose of the project, and also enables the allocation of an appropriate supervisor. - on-going support from an academic project supervisor to assist progression of their research plans to completion.

Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	n/a
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Work-based Project Report (max 9,000 words)	100%	

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Resubmission of Work-based Project Report (max 9,000 words)	100%	
If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.		