




**CORPORATE AND ACADEMIC SERVICES**

**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	Critical Business Enquiry Project				
Module Code	UMCD9W-30-3	Level	3	Version	1.1
UWE Credit Rating	30	ECTS Credit Rating	15	WBL module?	No
Owning Faculty	FBL	Field	Business and Management Cross Disciplinary		
Department	BBS: Business and Management	Module Type	Standard		
Contributes towards	BA (Hons) Business and Management; BA (Hons) Business Management (LCO); BA (Hons) International Business; BA (Hons) Business and HRM; BA(Hons) International Business Management. BA (Hons) Business Management with Marketing; BA (Hons) Business Management with Accounting & Finance; BA (Hons) Business Management with Economics; BA (Hons) Business Management with Tourism; BA(Hons) Tourism Management; BA(Hons) Marketing; BA(Hons) Marketing Communications				
Pre-requisites	Methods of Enquiry UMCDTX-30-2 Marketing Research & Enquiry UMKD6P-30-2	Co- requisites	none		
Excluded Combinations	Other 30 credit project modules	Module Entry requirements			
First CAP Approval Date	December 2011(QMAC)	Valid from	September 2012		
Revision CAP Approval Date	2 February 2016	Revised with effect from	September 2016		

<b>Review Date</b>	September 2018
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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"> <li>• Demonstrate an understanding of the role of academic research in business, management and organizational knowledge (A)</li> <li>• Demonstrate an ability to evaluate different research approaches and methodologies (A, B)</li> <li>• Demonstrate an informed understanding of alternative approaches to the development of academic knowledge about business and management (A, B)</li> <li>• Demonstrate a scholarly, critical and comprehensive understanding of one of a range of pervasive and contemporary business issues (B)</li> <li>• Be familiar with relevant business (and other) databases. (B)</li> <li>• Interpret and evaluate published business and management research from a variety of disciplinary and philosophical perspectives (B)</li> <li>• Design and implement an extended research project involving the use of complex intellectual resources (B)</li> </ul>

	<ul style="list-style-type: none"> <li>• Be self critically reflective on the quality of own work (A)</li> </ul> <p>In addition the educational experience will explore, develop, and practise <u>but may not formally assess</u> the following:</p> <ul style="list-style-type: none"> <li>• Time management skills</li> <li>• Resource identification and management skills</li> <li>• Effective oral and written communication skills</li> <li>• Independent and interdependent (group) working</li> </ul>																				
Syllabus Outline	<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> <hr/> <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 taught unit. This will consist of:</p> <ul style="list-style-type: none"> <li>- A weekly one hour lecture for the delivery of core syllabus concepts</li> <li>- A two hour facilitated enquiry/problem-based learning lectorial</li> <li>- Up to three one hour skills development/group supervision/surgery workshops with tutor feedback and support</li> </ul> <p>Each student will have the opportunity to benefit from individual supervision (see below). 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><b>Scheduled learning</b>  The taught unit will be delivered over 5 weeks with a maximum of 6 hours contact time per week.</p> <p>Lectures will be 1 hour large group taught sessions. These will be supported by two hour lectorials where students will be supported in developing knowledge and understanding necessary for subsequent skills sessions.</p> <p>Skills (etc) sessions will support (a) the formal learning sessions of the unit and (b) the individual supervision sessions, and will be directly linked to the learning journal assessment.</p> <p><b>Independent learning</b>  Extensive independent learning is a necessity for this module. The study time associated with the module is based on 10:1 ratio of notional student study hours to credit value. This study will be supported by a series of up to 4 supervision sessions with a member of academic staff.</p>																				
Key Information Sets Information	<table border="1" data-bbox="486 1682 1399 2040"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="4">Number of credits for this module</td> <td>30</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> </thead> <tbody> <tr> <td>300</td> <td>32</td> <td>268</td> <td>0</td> <td>300</td> </tr> </tbody> </table> 	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	32	268	0	300
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The table below indicates as a percentage the total assessment of the module which constitutes a -

**Written Exam:** Unseen written exam, open book written exam, In-class test

**Coursework:** Written assignment or essay, report, dissertation, portfolio, project

**Practical Exam:** Oral Assessment and/or presentation, practical skills assessment, practical exam

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

**Access and Skills** – 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 large range of journals (both print and electronic) and a wide variety of resources available through web sites and information gateways. The University Library’s web pages provide access to subject relevant resources and services, and to the library catalogue. Students will be presented with opportunities within the programme curriculum and within this module to develop their information retrieval and evaluation skills, in order to identify appropriate resources effectively.

**Blackboard** – This module is supported by Blackboard, where students will be able to find all necessary module documentation, including guidance on further reading within the module handbook. Direct links to information resources will also be provided from within Blackboard

**UWE Libraries** – Engagement with online resources available through the library will be a core requirement of this module.

**Essential reading** – Essential reading is the set text for this module which students are expected to purchase. The set text will be chosen by module staff from those suitable and appropriate, which are likely to include:

Hart, C. (1998) *Doing a Literature Review: Releasing the Social Science Research Imagination*. London: SAGE.

**Further reading** – Students will be advised of additional texts that further develop knowledge and understanding of specific issues within the module. In particular, students will be required to engage in independent research and wider reading in completion of the assessment for this module. Suggestions as to additional reading material will be made available to students during the course of the module via Blackboard and by supervisors.

For their literature review, students will be expected to read very widely in the periodical (journal) literature on their chosen topic.

Indicative Reading List

Alvesson, M. and Deetz, S. (2000) *Doing Critical Management Research*. London: SAGE.

Bryman, A. and Bell, E. (2011) *Business Research Methods*. Third edition. Oxford: Oxford University Press

Cassell, C. and Symon, G. (2004) *Essential Guide to Qualitative Methods in Organizational Research*. London: SAGE.

Cummings, L.L. and Frost, P.J., eds. (1995) *Publishing in the Organizational Sciences*. Second Edition. London: SAGE.

Locke, L.F., Silverman, S.J. & Spirduso, W.W. (2010) *Reading and Understanding Research*. Third Edition. London: SAGE.

Frost, P.J., Lewin, A.Y. and Daft, R.L., eds. (2000) *Talking about Organization Science*. London: SAGE.

Frost, P.J. and Stablein, R.E. (1992) *Doing Exemplary Research*. London: SAGE.

Johnson, P. and Duberley, J. (2000) *Understanding Management Research*. London: SAGE.

Stablein, R.E. and Frost, P.J. (2004) *Renewing Research Practice*. Palo Alto, CA: Stanford University Press.

Thomas, A.B. (2003) *Research Skills for Management Studies*. London: Routledge.

Thomas, A.B. (2006) *Research Concepts for Management Studies*. London: Routledge.

In all cases subsequent editions may be available

### Part 3: Assessment

Assessment Strategy	<p>The assessment methods are chosen to provide summative feedback and to enable the students to demonstrate that they have achieved the learning outcomes of the module. Formative feedback will be provided during supervision sessions and as part of the skills component of the taught unit.</p> <p>A Learning Journal (Component A) will be compiled progressively over the course of the module, to comprise: research diary and reflective essay Indicative minimum length: 2000 words.</p> <p>A comprehensive and critical literature review (Component B) on a specific research topic will be developed as coursework over the module, supported by a practitioner-oriented executive summary of research project. Indicative maximum length: 7000 words.</p>
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Identify final assessment component and element	<b>Component A</b>	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	25%	75%

<b>First Sit</b>	
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Learning Journal (2,000 words)	100%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Literature Review & practitioner oriented executive summary (7,000 words)	100%

<b>Resit (further attendance at taught classes is not required)</b>	
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Learning Journal resubmission with evidence of reflection on feedback	100%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Literature Review resubmission with evidence of reflection on feedback	100%
If a student is permitted a retake of the module the assessment will be that indicated by the Module Description at the time that retake commences.	

