



Module Specification

Critical Business Enquiry Project

Version: 2023-24, v4.0, 20 Jul 2023

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	5
Part 5: Contributes towards	7

Part 1: Information

Module title: Critical Business Enquiry Project

Module code: UMCD9W-30-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Business and Management Cross-Disciplinary

Module type: Module

Pre-requisites: Research Methods for Business 2023-24, Research Methods for Marketing and Events 2023-24

Excluded combinations: Project 2023-24

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Pre-requisites: students must take one of Research Methods modules: UMCDM8-15-2, UMCDM9-15-2

Features: Not applicable

Educational aims: See Learning Outcomes

In addition, the educational experience will explore, develop, and practise but may not formally assess the following:

Time management skills

Resource identification and management skills

Effective oral and written communication skills

Independent and interdependent (group) working

Outline syllabus: 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.

Week 1: Introduction to the Unit: project documents and dissertations

Week 2: Planning

Week 3: Structuring

Week 4: Writing

Week 5: Editing and reviewing

Part 3: Teaching and learning methods

Teaching and learning methods: 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:

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

Each student will have the opportunity to benefit from individual supervision. 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.

Scheduled learning

The taught unit will be delivered over 5 weeks with a maximum of 6 hours contact time per week.

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.

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.

Independent learning

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.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

- MO1** Demonstrate an understanding of the role of academic research in business, management and organisational knowledge
- MO2** Demonstrate an ability to evaluate different research approaches and methodologies
- MO3** Demonstrate an informed understanding of alternative approaches to the development of academic knowledge about business and management
- MO4** Demonstrate a scholarly, critical and comprehensive understanding of one of a range of pervasive and contemporary business issues
- MO5** Be familiar with relevant business (and other) databases
- MO6** Interpret and evaluate published business and management research from a variety of disciplinary and philosophical perspectives
- MO7** Design and implement an extended research project involving the use of complex intellectual resources
- MO8** Be self critically reflective on the quality of own work

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 268 hours

Face-to-face learning = 32 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: 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.

Task One : A Learning Journal (25%) will be compiled progressively over the course

of the module, to comprise: research diary and reflective essay Indicative minimum length: 1000 words.

Task Two : Critical Literature Review (75%) 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: 5000 words.

Assessment tasks:

Written Assignment (First Sit)

Description: Literature Review (5,000 words)

Weighting: 75 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO5, MO6, MO7

Written Assignment (First Sit)

Description: Learning journal (1000)

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO8

Written Assignment (Resit)

Description: Literature Review (5,000 words)

Weighting: 75 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO5, MO6, MO7

Written Assignment (Resit)

Description: Learning journal (1000 words)

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO8

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Management [Sep][FT][NepalBrit][3yrs] BBA (Hons) 2021-22

Business Management and Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Studies {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management with Accounting and Finance [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management with Marketing [Sep][FT][Frenchay][3yrs] - Withdrawn BA (Hons) 2021-22

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Human Resource Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Human Resource Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business and Human Resource Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business and Human Resource Management [Sep][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Human Resource Management [May][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Human Resource Management [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business Management and Leadership [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Accounting and Finance {Top-Up}
[Sep][SW][Frenchay][3yrs] BA (Hons) 2021-22

Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management with Accounting and Finance [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

International Business [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

International Business {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Law [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Leadership [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Leadership {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Law {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons) 2020-21

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Economics [Sep][SW][Frenchay][4yrs] - Not Running BA (Hons) 2020-21

Business and Human Resource Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Human Resource Management [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Human Resource Management [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Human Resource Management [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Human Resource Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Human Resource Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

International Business {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business Management and Leadership {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business Management with Law {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons)
2019-20

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Management [May][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Management [Sep][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business Management {Split Delivery} [Sep][FT][Frenchay][3yrs] BA
(Hons) 2021-22

International Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-
22

International Business Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-
22

International Business Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons)
2021-22

Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Accounting and Finance {Foundation}
[Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-
21

Business and Events Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2020-21

Business Management with Accounting and Finance {Foundation}
[Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2019-20

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons)
2019-20

Marketing Communication Management {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2019-20