



MODULE SPECIFICATION

Part 1: Information			
Module Title	Industry Immersion Module		
Module Code	UMADNG-15-3	Level	3
For implementation from	September 2017		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Accounting and Finance
Department	BBS: Accounting, Economics and Finance		
Contributes towards	BA (Hons) Accounting and Finance Dual Award		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description	
<p><u>This module is only available to Taylors University Final Year Direct Entrants on the BA Accounting and Finance Dual Programme</u></p> <p>The industry immersion module is an Experiential Learning module that allows students to work on a real-world live project through regular engagement with a business . This provides the opportunity for students to demonstrate their business management knowledge and skills in a real situations. The module provides a capstone experience to students in integrating and applying everything they have learned in the bachelor's programme in analysing, researching, planning and devising recommendations and actions to resolve an issue for their client's business.</p> <p>The overall aim of the Industry Immersion Module is to support student employability. By synthesising the knowledge and skills acquired through the real business case, students will develop essential skills and capabilities for career success. The will be able to</p> <ol style="list-style-type: none"> 1. Understand a current business issue in the field of A&F. 2. Identify and leverage appropriate business management knowledge and techniques. 3. Analyse relevant real time data to solve problems/address issues. 4. Make strategic and tactical recommendations 5. Create an appropriate business standard report and action plan. <p>This module is based on experiential learning, i.e. learning by doing. It comprises two stages: (i) preparation stage, and (ii) experience stage.</p> <p>(i) Preparation: The first stage consists of a series of workshops that address specific skills including</p>	

- (ii) communication, team working, problem solving, critical thinking, project management, and leadership. Experience: The students will work in teams on a real-world, live business case in the field of A&F, to deliver a comprehensive report addressing the business issue identified / agreed with a sponsoring client. The team will work with the client over a 10 week period, supported by a faculty advisor and a client supervisor. During the 10 weeks, the student teams will analyse a business problem or issue, conduct primary and secondary research, and prepare a report for the client making strategic recommendations and proposing an appropriate action plan. They will make a formal presentation of their findings and recommendations to the management of the sponsoring client. Students will also write an individual reflection on their skills development through the project.

Part 3: Assessment

The summative assessment strategy for this module consists of two components.

Component A (30%) – a group presentation on the findings and recommendations for the A&F issue(s) identified to the client

Component B (70%)

B1- Group Business Report (2,500 words) to support the presentation, including a clear statement of the issue, objectives, research findings, recommendations and action plan

B2 - Individual Reflection (500 words) exploring the student's personal skills development through the module.

Identify final timetabled piece of assessment (component and element)	Component B element 2	
% weighting between components A and B (Standard modules only)	A:	B:
	25%	75%

First Sit


Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. A group presentation (15 minutes)	100%
Component B Description of each element	Element weighting (as % of component)
1. Group Business Report (2,500 words)	80%
2. Individual reflection (500 words)	20%

Resit (further attendance at taught classes is not required)

Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. 10 minute individual presentation (may be recorded video)	100%
Component B Description of each element	Element weighting (as % of component)
1. A 2000 word individual report with 500 word reflection	100%

Part 4: Teaching and Learning Methods

Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Communicate and work collaboratively through interpersonal interactions and group discussions as a member of a high-performance team. 2. Demonstrate problem-solving and critical analysis capabilities 3. Produce professional standard written reports 4. Present their ideas clearly and effectively to an audience 3. Reflect on their skills development through experience of a real business environment. 4. Develop leadership skills through self-reflection and professional engagement
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	Students will undertake 24 hours of skills workshops, and will be allocated academic and business supervisors to provide up to 12 hours of formal support and advice. Total contact time for the module at 36 hours. An additional 114 hours will be allocated on independent study and engagement with the host organisation.																			
Key Information Sets Information (KIS)	Key Information Set - Module data																			
	Number of credits for this module				15															
Contact Hours	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours															
	150	36	114	0	150 															
Total Assessment	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td style="text-align: center;">75%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td style="text-align: center;">25%</td> </tr> <tr> <td></td> <td></td> <td style="text-align: center;">100%</td> </tr> </table>					Total assessment of the module:			Written exam assessment percentage		0%	Coursework assessment percentage		75%	Practical exam assessment percentage		25%			100%
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Practical exam assessment percentage		25%																		
		100%																		
Reading List	<p>LEARNING RESOURCES</p> <p>Given the applied nature of this module, and the fact that this is a business project that aims to a draw on the student's learning from everything they have learned in the programme, there is no traditional textbook. Instead, a set of readings has been prepared for the industry immersion module. Additional contemporary readings will be provided through blackboard.</p> <p>Reading list https://uwe.rl.talis.com/lists/DD9C7CEF-2A90-CBA3-7B62-92818FE77A9F.html</p> <p>All students will be encouraged to make full use of the print and electronic resources available to them via the UWE Library-held electronic journals and resources available through web sites and information gateways.</p>																			

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First CAP Approval Date	28 June 2017 link to RIA			
Revision CAP Approval Date		Version	2	<i>Link to RIA</i>