



Module Specification

Business Project in Theory

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Part 1: Information

Module title: Business Project in Theory

Module code: UMCDVE-15-3

Level: Level 6

For implementation from: 2021-22

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Frenchay Campus

Field: Business and Management Cross-Disciplinary

Module type: Standard

Pre-requisites: None

Excluded combinations: Critical Business Enquiry Project 2019-20, Enterprise Project 2019-20

Co-requisites: Business Project 2021-22

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: The purpose of this module is to give students an overview of the underpinning rationale and decision making processes for undertaking appropriate business and management research projects.

The module overviews the breadth of research methods that are widely used in business and management research, and equips students with skills to think

critically about contemporary business issues, and determine appropriate application. .

Features: Drawing on illustrative examples across the business disciplines the module prepares students for their final year research module and future careers by equipping them with the knowledge, understanding, and skills required to evaluate the quality of research, and design robust research.

Educational aims: The knowledge acquired on the module will support students into the corequisite “Business Project ” module undertaken in semester 2. The educational aims of the module are to develop lifelong learning habits and ensure students are equipped with appropriate skills to critically develop and analyse business management projects beyond the bounds of academia.

Outline syllabus: The module covers the following topics:

- Developing a research question, aim, and objectives
- Defining business and management research
- Writing a literature review
- Contemporary business issues: Clarifying ideas
- Research paradigm, research strategy and research design
- Qualitative, quantitative, and mixed method research
- Sampling, reliability and validity
- Critically reviewing of literature
- Conducting ethical research
- Writing a research proposal

Part 3: Teaching and learning methods

Teaching and learning methods: There will be weekly lectorial , seminar, and group supervision sessions . The lectorial will comprise interactive theory delivery and exchange with students, introducing and building on relevant theoretical frameworks. The seminar will help students to determine and develop a critical literature review and a business project proposal . Group supervision sessions will provide academic expert input and support peer led learning. All sessions are

designed to encourage students to think both creatively and critically in order to develop a credible, realistic and achievable research proposal.

The teaching approach aims to provide students with skills and theoretical knowledge to inspire further enquiry into contemporary business issues.

Module Learning outcomes:

MO1 explore and apply approaches to research design applicable for business disciplines

MO2 collect information and data from various sources and assess it for accuracy and reliability

MO3 identify and refine a suitable business issue for the purpose of doing research

MO4 evaluate, select and pursue different approaches to inquiry, methods and methodologies

MO5 conduct a critical literature review to effectively support a compelling research enquiry

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

Part 4: Assessment

Assessment strategy: There is a single component of assessment. This is a research proposal (2,500 words) which will comprise a literature review on a topic of the student's choice and the rationale for a subsequent piece of research.

Students will be supported to identify an appropriate topic and develop their skill in

critical review of literature. The assessment underpins the final research project which students will complete in the Business Project sister module .

Assessment components:**Written Assignment - Component A (First Sit)**

Description: Research proposal including critical literature review

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Written Assignment - Component A (Resit)

Description: Research Proposal (revised and resubmitted)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Human Resource Management {Top-Up} [Sep][FT][FR][1yr] BA (Hons)
2021-22

International Business Communication {Top-Up} BA (Hons) 2021-22

Business and Management {Top Up}[Sep][FT][CU][1yr] BA (Hons) 2021-22

International Business Management {Top-Up} [Sep][FT][BIBM][1yr] BA (Hons) 2021-
22

International Business Management {Top-Up} [Sep][FT][Villa][1yr] BA (Hons) 2021-
22

Banking and Finance {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2021-22

Business and Events Management {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons)
2021-22

Marketing{Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2021-22

Business and Management {Top Up}[Sep][FT][Frenchay][1yr] BA (Hons) 2021-22

International Business Management {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons)
2021-22

Business Management with Marketing {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons)
2021-22

Business and Management {Top Up}[Sep][FT][DeITel][1yr] BA (Hons) 2021-22