



Module Specification

Critical Business Enquiry Project

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Part 1: Information

Module title: Critical Business Enquiry Project

Module code: UMCD9W-30-3

Level: Level 6

For implementation from: 2024-25

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Business and Management Cross-Disciplinary

Module type: Module

Pre-requisites: Research Methods for Business 2024-25, Research Methods for Marketing and Events 2024-25

Excluded combinations: Project 2024-25

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: This module aims to provide students with an opportunity to develop and demonstrate their understanding of the role of academic research in business, management and organisational knowledge.

Outline syllabus: Although the project largely involves self-directed private study supported by supervision, there will be taught sessions within the module.

Students will learn how to interpret, evaluate, and critique existing research, and to carry out an in-depth examination of a pervasive and contemporary topic within business and management

Part 3: Teaching and learning methods

Teaching and learning methods: Module delivery will be based on scheduled learning and teaching activities during the taught sessions. These taught sessions will be supported by a series supervision sessions with a member of academic staff and will be directly linked to the portfolio assessment.

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.

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 is designed to develop skills and allow the learning outcomes to be demonstrated. Students will work through the stages of the project and have the opportunity for formative feedback through discussion of their portfolio elements with their supervisor.

Assessment Task 1 is a portfolio where the students will produce a portfolio of activities leading to their final submission evidencing the work undertaken and evidencing of their acting on feedback .

Assessment Task 2 (Project) is a presentation which will summarise the key aspects of the research accompanied by a 3,000 word report which will focus on the conclusions and recommendations for practice.

Task 1: Portfolio submission 60%

Task 2: Project 40% - Presentation and a written submission focused on the conclusions and recommendations for practice. (max 3000 words)

Assessment tasks:

Portfolio (First Sit)

Description: Portfolio including a learning log with evidence of the research undertaken and how the student acted on the feedback

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Project (First Sit)

Description: Presentation summarising the key aspects of the research accompanied by a written submission (3,000 words).

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Portfolio (Resit)

Description: Portfolio including a learning log with evidence of the research undertaken and how the student acted on the feedback.

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Project (Resit)

Description: Presentation summarising the key aspects of the research accompanied by a written submission (3,000 words).

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management and Marketing [Phenikaa] BA (Hons) 2022-23

International Business {Dual} [Taylors] BA (Hons) 2022-23

Marketing {Dual} [Taylors] BA (Hons) 2022-23

Business Management with Marketing [Villa] BA (Hons) 2022-23

Business Studies {Dual} [Aug][FT][Taylors][3yrs] - Withdrawn BA (Hons) 2022-23

Business Management with Accounting and Finance [Sep][FT][Frenchay][3yrs] -
Withdrawn BA (Hons) 2022-23

Business and Human Resource Management {Dual} [Taylors] BA (Hons) 2022-23

Business Management and Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2021-22

Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2021-22

Business Management with Accounting and Finance [Sep][SW][Frenchay][4yrs] -
Not Running BA (Hons) 2021-22

Business Management with Marketing [Sep][SW][Frenchay][4yrs] - Withdrawn BA
(Hons) 2021-22

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons)
2021-22

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons)
2021-22

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2021-22

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2021-22

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2021-22

Business and Human Resource Management [Sep][SW][Frenchay][4yrs] BA (Hons)
2021-22

Business and Human Resource Management [May][SW][Villa][4yrs] BA (Hons)
2021-22

Business and Human Resource Management [Jan][SW][Villa][4yrs] BA (Hons) 2021-
22

Business and Human Resource Management [Sep][SW][Villa][4yrs] BA (Hons) 2021-
22

Business and Human Resource Management {Foundation}
[Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business Management and Leadership [Sep][SW][Frenchay][4yrs] BA (Hons) 2021-
22

Business Management and Leadership {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2021-22

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2021-22

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

International Business [Sep][SW][Frenchay][4yrs] BA (Hons) 2021-22

International Business {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] -
Withdrawn BA (Hons) 2021-22

International Business {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2020-21

Business Management and Leadership {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2020-21

Business Management with Law {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons)
2020-21

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2020-21

Business and Human Resource Management {Foundation}
[Sep][SW][Frenchay][5yrs] BA (Hons) 2020-21

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2020-21

Business and Management [Phenikaa] BA (Hons) 2022-23

Business and Management {Dual} [Taylors] BA (Hons) 2022-23

Business Management and Leadership [Frenchay] BA (Hons) 2022-23

Business and Human Resource Management [Villa] BA (Hons) 2022-23

Business and Events Management [Frenchay] BA (Hons) 2022-23

International Business [Frenchay] BA (Hons) 2022-23

Business Management with Marketing {Dual} [Taylors] BA (Hons) 2022-23

Business and Management [Frenchay] BA (Hons) 2022-23

Business and Management [Villa] BA (Hons) 2022-23

Business and Human Resource Management [Frenchay] BA (Hons) 2022-23

Marketing [Frenchay] BA (Hons) 2022-23

International Business Management [Frenchay] BA (Hons) 2022-23

International Business Management {Split Delivery} [Frenchay] BA (Hons) 2022-23

Business and Management [NepalBrit] BBA (Hons) 2022-23

International Business Management {Dual} [Taylors] BA (Hons) 2022-23

Business Management and Marketing [Frenchay] BA (Hons) 2022-23

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business and Management [Sep][SW][Villa][4yrs] BA (Hons) 2021-22

Business and Management [May][SW][Villa][4yrs] BA (Hons) 2021-22

Business and Management [Jan][SW][Villa][4yrs] BA (Hons) 2021-22

Business Management with Accounting and Finance {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business and Events Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2021-22

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business Management with Accounting and Finance {Foundation}

[Sep][SW][Frenchay][5yrs] BA (Hons) 2020-21

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

2020-21

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA

(Hons) 2020-21