



Module Specification

Applied Business Project

Version: 2024-25, v5.0, Approved

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Part 1: Information

Module title: Applied Business Project

Module code: UMCDHU-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: Introductory Business Research Project (Business, International and Management) 2023-24, Introductory Research Project (Marketing and Events) 2023-24, Research Methods for Business (Accounting, Economics and Finance) 2023-24, Research Methods for Business 2023-24, Research Methods for Marketing and Events 2024-25

Excluded combinations: Enterprise Project 2024-25

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: The module provides students with the opportunity to undertake a focused piece of research on an academic topic of their choice, building on the skills and knowledge acquired from other modules throughout their university journey. It is

an applied project – so it requires students to: choose and define a topic; research relevant information; collect primary data (where relevant and possible); critically evaluate findings; and draw relevant conclusions, with recommendations for future research & practice.

Students choose their own topic but within certain constraints:

- BA (Hons) Business & Management. Can select a topic in any area except Events and Law.
- BA (Hons) Business Management & Leadership. Must select topic with Human Resource Management or Organisation Studies focus.
- BA (Hons) Business & Human Resource Management. Must select topic with Human Resource Management or Organisation Studies focus.
- BA (Hons) International Business. Can select a topic in any area but the topic chosen must have an international perspective.
- BA (Hons) Marketing. Must select topic with Marketing focus.
- BA (Hons) Business Management and Marketing OR BA (Hons) Marketing Communications. Can Select a topic in Business Management and/or Marketing.
- BA (Hons) Business & Events Management. Must select topic with Events focus.
- BA (Hons) Business Management with Accounting and Finance. Must select a topic with Accounting and Finance focus.
- BA (Hons) Business Management with Economics. Must select topic with Economics focus.
- BA (Hons) Business Management with Law. Must select a Business topic with a Law aspect.

Features: Please note the following pre-requisites:

UMCDM8-15-2 Research Methods for Business, OR

UMCDM9-15-2 Research Methods for Marketing and Events, OR

UMEDMJ-15-2 Research Methods for Business (Accounting, Economics and Finance) OR

UMCDMA-15-2 Introductory Business Research Project (Business, International and Management, OR

UMCDMB-15-2 Introductory Research Project (Marketing and Events).

Educational aims: This module aims to provide students with an opportunity to develop and apply their research skills through a the collection and evaluation of primary data on a topic of their choice in their discipline area.

Outline syllabus: Students will be guided through the process of developing a research project to support them in developing questions, literature review, writing a coherent proposal, selection of methods, ethics and analysis of data .

Part 3: Teaching and learning methods

Teaching and learning methods: The module will provide students the opportunity to integrate and apply the learning and skills acquired through the programme by undertaking an individual research project. Students will be guided through the process of developing a research project to support them in developing questions, literature review, writing a coherent proposal, selection of methods, ethics and analysis of primary data .

Students are supported in several ways including online workbooks, taught sessions and supervision.

Students will be allocated a supervisor to support them with their research topic. Once allocated, students should meet with supervisors to discuss their work, complete the activities, get feedback and act on the feedback received from their supervisors.

Engagement with the supervisor and response to their feedback will form an essential part of the module learning and assessment.

These activities are designed to link together to provide a strong scaffolding for independent study. To get the most out of them, students should participate fully and utilise all of them.

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

MO1 Independently identify, refine, and execute a suitable research project

MO2 Demonstrate detailed knowledge and understanding of a chosen topic of research and provide a critical evaluation of the relevant theoretical debates.

MO3 Select, justify, and carry out an appropriate methodology for the chosen topic

MO4 Demonstrate understanding of the role of ethics in the research process

MO5 Critically analyse, organise and present the data, considering the research results in the context of relevant literature

MO6 Develop relevant and reasonable conclusions and recommendations

MO7 Plan, manage and organise an extended piece of writing

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 260 hours

Face-to-face learning = 40 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umcdhu-30-3.html) via the following link <https://uwe.rl.talis.com/modules/umcdhu-30-3.html>

Part 4: Assessment

Assessment strategy: The assessment is designed to demonstrate how students have developed their research skills and give students an opportunity to present and explain their learning from the process, as well as the findings from their research.

There are 2 assessment tasks.

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) 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 (PPT presentation, video presentation, Poster

presentations etc.).

Task 1: Portfolio 60%

Task 2: Project 40% - written submission (max 3,000 words) and presentation

Assessment tasks:

Portfolio (First Sit)

Description: Portfolio of activities leading to their final submission evidencing the work undertaken and evidencing of their acting on feedback

Weighting: 60 %

Final assessment: Yes

Group work: No

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

Project (First Sit)

Description: Presentation summarising the key aspects of the research and a written submission (max 3,000 words) focused on the conclusions and recommendations for practice.

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO6, MO7

Portfolio (Resit)

Description: Portfolio of activities leading to their final submission evidencing the work undertaken and evidencing of their acting on feedback.

Weighting: 60 %

Final assessment: Yes

Group work: No

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

Project (Resit)

Description: Presentation summarising the key aspects of the research and a written submission (max 3,000 words) focused on the conclusions and recommendations for practice.

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO6, MO7

Part 5: Contributes towards

This module contributes towards the following programmes of study:

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

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

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

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

Business and Human Resource Management {Foundation}
[Sep][FT][Frenchay][4yrs] 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] -
Withdrawn 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

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

Business Management with Accounting and Finance [Sep][SW][Frenchay][4yrs] - Withdrawn 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 {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2020-21

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Marketing [Frenchay] BA (Hons) 2022-23

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

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

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

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