



Module Specification

Business Management and Economics Project

Version: 2027-28, v1.0, Approved

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	6

Part 1: Information

Module title: Business Management and Economics Project

Module code: UMETAR-30-3

Level: Level 6

For implementation from: 2027-28

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Economics

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: The "Business Management and Economics Project" module is a pivotal endeavor in our undergraduate program, marking the culmination of students' academic journey. Here, budding scholars embark on a transformative voyage of independent research, merging principles of business management and economics. Within this dynamic landscape, students craft and execute original research projects, probing into the intricacies of contemporary business and economic phenomena. Guided by experienced mentors, they navigate through theoretical frameworks and

empirical methods, honing critical thinking and analytical skills. This module serves as a capstone experience, empowering students to showcase their intellectual prowess and make meaningful contributions to the realms of business and economics.

Features: Not applicable

Educational aims: The "Business Management and Economics Project" module is designed to achieve several key educational objectives: it fosters independent inquiry through students initiating, planning, and executing an independent research project in the fields of business management and economics. It develops students' skills in critically evaluating existing literature, theories, and methodologies relevant to their chosen research topic. The module cultivates students' capacity to identify and address complex business and economic challenges through rigorous research and analysis. It enhances students' written and oral communication abilities, enabling them to effectively convey their research findings and insights to diverse audiences. Furthermore it prepares students for future academic pursuits or professional careers by providing them with valuable research experience and the opportunity to demonstrate their scholarly capabilities.

Outline syllabus: As the capstone module, the dissertation module builds on a set of research skills that students have developed in their previous years of study. In this module we will typically support students with the following aspects:

- (a) Project Management Skills associated with gathering the resources to pull off a small research project
- (b) Deepening of the analytical methods for a business/economic analyst including (for example) the analysis of case studies, use of scoping reviews, and the use of qualitative/quantitative analysis for business and economic research
- (c) Writing and technical presentation skills
- (d) Curation and evaluation of secondary data resources
- (e) Research ethics

Part 3: Teaching and learning methods

Teaching and learning methods: The "Business Management and Economics Research" module employs a dynamic mix of pedagogical strategies to nurture graduate-level research capabilities. Workshops deepen skills and methodologies introduced at Level 5, while group and peer mentorship encourage collaborative learning and constructive critique. Individual mentoring offers tailored support throughout the research journey, aiding project development and refinement. Structured independent activities promote autonomy and critical thinking, enabling students to apply theory to practical research scenarios. Embracing the 3Ps framework (Prepare, Participate, Practise), students take ownership of their progress, engaging in preparatory reading, active seminar participation, and iterative project development. This multifaceted approach equips students to conceptualise, execute, and communicate graduate-level research effectively.

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

MO1 Critically evaluate and synthesise arguments, assumptions, abstract concepts and data to make judgements and to frame appropriate research questions.

MO2 Communicate information, research, and results to a specialist reader/audience in multiple media.

MO3 Independently manage and design a small research project including making appropriately justified choices about data collection/data curation and data analysis.

MO4 Situate technical knowledge in a broader context including (as appropriate): ethics, structural inequality and/or sustainability.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 264 hours

Face-to-face learning = 36 hours

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

Part 4: Assessment

Assessment strategy: Students will work through the stages of the project and have the opportunity for formative feedback through discussion of their portfolio elements with their mentor/peer support group.

The assessment tasks are:

Task 1 (60%) - the development portfolio of the research project - where the student showcases the development of their project via structured activities

Task 2 (40%) - a written submission (maximum of 3000 words) that will include the student presenting their key findings orally to the marking team - this will include a Q&A element

Assessment tasks:

Portfolio (First Sit)

Description: 3 tasks of varying lengths

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4

Written Assignment (First Sit)

Description: 3000 words written assignment - combined with an oral discussion of findings with marking team

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2

Portfolio (Resit)

Description: 3 tasks of varying lengths

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4

Written Assignment (Resit)

Description: 3000 words written assignment - combined with an oral discussion of findings with marking team.

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management and Economics {Foundation} [Frenchay] BA (Hons) 2024-25

Business Management and Economics [Villa] BA (Hons) 2025-26

Business Management and Economics [Villa] BA (Hons) 2025-26

Business Management and Economics [Frenchay] BA (Hons) 2025-26