



Module Specification

MBA Project: Project Implementation

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Part 1: Information

Module title: MBA Project: Project Implementation

Module code: UMSTFC-30-M

Level: Level 7

For implementation from: 2026-27

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Strategy and International Business

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: This capstone module enables students to undertake a substantial independent project in a specialist area of business. It is designed to develop advanced research, analytical, and critical thinking skills through an individual investigation, consultancy project or enterprise project. The module builds on the first project module, as students will take forward the outline proposal that they developed during that module.

Features: Not applicable

Educational aims: This module aims to develop and enhance students' expertise in business research, focusing on ethical principles, advanced methodologies, and critical analysis to address complex and contemporary business issues. Students will gain insights into the value and benefits of research in identifying, analysing, communicating and recommending solutions to real-world business issues in practice.

Outline syllabus: This module is designed to enable students to apply and demonstrate the skills and knowledge acquired during their MBA studies, with a strong emphasis on practical business applications. Students will have the opportunity to enhance their evaluative and critical enquiry skills through the analysis and synthesis of complex business materials. The module also focuses on developing students' abilities in planning and managing substantial independent investigations on business-related topics of their choice.

In this module, students are encouraged to design and conduct their own studies, engaging in both conceptual and empirical research that advances understanding of the role, dynamics, and impact of organisations. The enquiry will focus on creating sustainable social, environmental, and economic value, reflecting real-world business practices and challenges.

Topics may include but are not limited to:

Research philosophies and methodologies in business

Ethical considerations in business research

Advanced data collection and analysis techniques

Project planning and management

Literature review and critical analysis

Application of research findings to business practice

Part 3: Teaching and learning methods

Teaching and learning methods: The project module is a spine module which focuses on teaching research methods and the key elements of a detailed research project. The student is supported by the research mentor to build a portfolio of evidence covering all the key areas of a research project. The research mentor provides guidance and feedback on the portfolio submissions and acts as the immediate contact point when ideas need to be explored or problems addressed.

Learning in this module is achieved through a blend of independent study and research, supported by one-to-one mentoring from an appointed project mentor. This process is facilitated through individual and workshop sessions, using a scaffolded approach tailored to the chosen research pathway, whether it be academic, enterprise, or consultancy project.

Students learn in 3 steps: Prepare, Participate, and Practise. First, ahead of the classes, students prepare by studying the provided and suggested materials to acquire background knowledge. Second, students actively participate in class via group debates, completion of tasks and interactive sessions, becoming co-creators of their own learning journey. Third, students practise by applying what they have learned to their own project. Emphasis is placed on the student's development of learning- independence and ability to make and defend arguments.

The student is supported by the research mentor to build a portfolio of evidence covering four main areas:

- a critical review of key literature;
- scope, aims and objectives along with a clear plan to achieve them;
- methodology and ethics;
- and data collection.

The research mentor provides guidance and feedback on the portfolio submissions. In workshop sessions, example projects are presented, modelling each portfolio submission and exploring the issues and decisions that the students will face in their own study.

Workshop sessions will encourage peer to peer and peer to tutor interactions, giving

the students practise in explaining and justifying their conceptual and methodological choices, as well as the ability to discuss and justify and communicate project benefits that deliver strategic value.

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

MO1 Demonstrate a comprehensive understanding of research philosophies, methods, and approaches in a business context, including the role of literature and practice in shaping research questions.

MO2 Exhibit advanced research, critical thinking, and communication skills, encompassing data collection, analysis, interpretation, and defending research findings.

MO3 Effectively apply appropriate research knowledge and skills to advance knowledge and to investigate a variety of business issues.

MO4 Demonstrate a critical awareness of how the project aligns with individual, organisational and societal values.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 287 hours

Face-to-face learning = 13 hours

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

Part 4: Assessment

Assessment strategy: The assessment is designed to develop skills and allow the learning outcomes to be demonstrated. Students, provided with scaffolded guidance, will work through the stages of a research project and have the opportunity for formative feedback through discussion of their portfolio elements with their research mentor.

Students will be given a choice between two summative assessments:

A critical discussion (30 minutes), based on a 2000-word written report

or

An oral presentation plus Q&A (45 minutes)

The resit will match the first sit. Students may not change their choice of assessment between the first sit and the resit.

Assessment tasks:

Project (First Sit)

Description: Either:

A critical discussion (30 minutes), based on a 2000-word report

or

An oral presentation (45 minutes)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Project (Resit)

Description: Either:

A critical discussion (30 minutes), based on a 2000-word report

or

An oral presentation (45 minutes)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Administration [Frenchay] MBA 2026-27