University of the
West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Business Project.					
Module Code	UMCDFS-30-3		Level	3	Version	1
Owning Faculty	FBL		Field	Business and Management Cross disciplinary		
Contributes towards	BA(Hons) Business and Management, BA(Hons) Business Management(Leadership, Change and Organisations) BA(Hons) Business Management with Accounting and Finance, BA(Hons) Business Management with Economics, BA(Hons) Business Management with Marketing. plus for MISTC students only on BA(Hons)Marketing, and BA(Hons) International Business					
UWE Credit Rating	30	ECTS Credit Rating	15	Module Type	Project	
Pre-requisites			Co- requisites			
Excluded Combinations	UMCD9T-30-3 Work based Enquiry Project; UMCD9Q-30-3 Enterprise Project; UMCD9W-30-3 Critical Business Enquiry Project		Module Entry requirements	International Direct entrants only - 240 AL credits from levels 1 & 2.		
Valid From	1 September 2014		Valid to			

CAP Approval Date	13 February 2014

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: - Demonstrate a clear understanding of the concepts used in critical thinking - Understand the principles and practice of the design of research projects - Identify and refine and execute a suitable research topic - Work independently on a research topic - Evaluate, select and pursue different enquiry approaches, methods and methodologies - Understand the role of ethics in the enquiry process - Conduct a literature review - Collect information and data from a variety of sources and assess the accuracy and reliability of such material - Draw appropriate inferences and conclusions from the analysis of findings - Critically consider research results in the context of a literature review - Plan and manage a piece of extended writing – manage time, write clearly and concisely, organise material coherently Effective oral and written communication skills
Syllabus Outline	The module will establish a clear framework for undertaking research and provide an overview of the various approaches used in an investigation.

	Preparation for Business Research: - Introduction to critical thinking skills - Requirements of extended academic writing - Business databases and sources of information - Introduction to research in social science Evaluating Business Research: - Definitions of research; types of research; the research process - Research paradigms and methodologies; - Ethical issues in research; - Literature search and review The final research report - Managing project documents & information sources; planning & structuring; editing & reviewing. - Discussion and recommendations
Contact Hours/Scheduled Hours	Module delivery will be based on 5 hours of scheduled learning and teaching activities per teaching week in the first teaching block : - A weekly one hour lecture for the delivery of core syllabus concepts - A two hour language workshop - A two hour academic seminar In the second teaching block students will continue to receive a 1 hour weekly language workshop and 4 x 30 minute individual supervisor meetings . Extensive use will be made of Blackboard for weekly guided independent study work. 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. In addition a number of e-learning resources will also be used: - The MySkills Study Skills website at http://www.uwe.ac.uk/library/resources/hub/ - iSkillzone http://iskillzone.uwe.ac.uk - Learn Higher http://www.learnhigher.ac.uk/Students.html - Espresso Maths http://www.cems.uwe.ac.uk/mslc/
Teaching and Learning Methods	The module provides students with the opportunity to undertake a focussed exploration of a contemporary business issue, drawing on skills and knowledge acquired from other modules. Students choose their own topic but within certain constraints such as key contexts applicable to their degree pathway. The students must choose and define the topic, research relevant information, and will be encouraged to collect primary data where relevant and possible , critically evaluate their findings in the context of the contemporary issue and draw relevant conclusions on the state of knowledge , with recommendations for further research. A support lecture and seminar programme equips the student with the necessary research knowledge and skills to complete the project. An individual project supervisor will also be allocated to each student, normally with specialist knowledge in or broadly related to the field of study chosen. The student plans and carries out the project under the supervision of their project supervisor but will be required to primarily work independently and to meet regularly with their supervisor to discuss progress and to receive advice. **Scheduled learning** includes lectures, workshops, seminars, and project supervision. The module will be delivered over two teaching blocks, 24 weeks in total, with contact time focussed into the first teaching block. **Independent learning** Extensive independent learning will be required, supported and encouraged. The study time associated with the module is based on 10:1 ratio of notional student study hours to credit value.
Key Information Sets Information	Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are

comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.		

Key Information Set - Module data

Number of credits for this module			30	

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
300	76	224	0	300

The table below indicates as a percentage the total assessment of the module which constitutes a -

Coursework: Written assignment or essay, report, dissertation, portfolio, project

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%

Reading Strategy	All students will be encouraged to make full use of the print and electronic resources available to them in the university library. Students will be presented with opportunities within the course to develop their information retrieval and evaluation skills in order to identify such resources effectively. Students will be encouraged to use the university library web pages to access subject-relevant resources and services via the library catalogue and to utilise interactive tutorials on search skills and specific electronic library resources. **Essential reading** will be indicated clearly to all students at the beginning of the module, and will be specified on Blackboard. Bryman A and Bell E (2011) *Business Research Methods (3rd ed)*. Oxford University Press Or, Fisher C., (2007) *Researching and Writing a Dissertation: A guidebook for business students (2nd Edition)* Harlow: Pearson FT Prentice Hall Or, Saunders M, Lewis P, Thornhill A (2005) *Research Methods for Business Students(3rd Edition)*. Pearson Education Ltd These texts provide a sound introduction to the form and process of business research. They provide an invaluable support tool in understanding approaches to research and how to create a critical review of literature.
Indicative Reading List	Academic Writing & Critical Thinking Skills

Cottrell, S. 2005. *Critical Thinking Skills, Developing Effective Analysis and Argument.* Basingstoke:Palgrave Macmillan.

Cottrell, S. 2003. *The Study Skills Handbook.* 2nd ed. Basingstoke: Palgrave Macmillan.

Cox, K. and D. Hill. 2004. *EAP Now! English for Academic Purposes.* Frenchs Forest: Pearson Longman.

McCarthy, M. and F. O'Dell. 2008. *Academic Vocabulary in Use.* Cambridge: Cambridge University Press.

McCormack, J. and J. Slaght. 2005. *English for Academic Study: Extended Writing & Research Skills.* Reading: Garnet Education.

Oshima, A. and A. Hogue. 2006. *Writing Academic English.* 4th ed. New York: Pearson Longman.

Rudestam, K. E. and R. Newton. 2007. *Surviving Your Dissertation.* 3rd ed. London: Sage Publications.

Material on Literature Reviews:

Hart, C. (1998) *Doing a Literature Review: Releasing the Social Science Research Imagination.* London: SAGE.

General Management Research Texts

Easterby-Smith, M., Thorpe, R., and Jackson, P.R.. (2008) *Management Research: An Introduction.* 3rd ed. London: SAGE.

Maylor, H. and Blackmon, K. (2005) *Researching Business and Management.* London: Palgrave.

Saunders, M., Lewis, P., and Thornhill, A. (2009) *Research Methods for Business Students.* 5th ed. Essex: Pearson.

For their literature review, students will be expected to read widely in the periodical (journal) literature on their chosen topic.

Part 3: Assessment

Assessment Strategy	Component A comprises a 6,000 word research project (A2) exploring a contemporary business issue, supported by a 1,500 word proposal submitted at the end of the first teaching block (A1)

Identify final assessment component and element	**Component A2**	

	A1:	**A2**:
% weighting between components A and B (Standard modules only)	**10%**	**90%**

First Sit

Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Proposal (max 1,500 words)	10%
2. Project (max 6,000 words)	90%

Resit (further attendance at taught classes is not required)

Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Resubmission of project max 6,000 words	100%

If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences