UWE Bristol | University of the West of England

MODULE SPECIFICATION

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Part 1: Information			
Module Title	Business Project		
Module Code	UMCDFS-30-3	Level	3
For implementation from	September 2016		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	FBL	Field	Business and Management Cross disciplinary
Department	BBS, Business and Management		
Contributes towards	**BIM:** BA(Hons) Business and Management; BA(Hons) Business Management(Leadership, Change and Organisations) /BA (Hons) Business Management with Leadership; BA(Hons) Business Management and HRM; plus for MISTC and BA(Hons) International Business **ME:** BA(Hons) Business Management with Marketing; BA(Hons) Business and Events Management BA(Hons) Marketing; BA(Hons) Marketing Communications; **AEF:** BA(Hons) Business Management with Accounting and Finance; BA(Hons) Business Management with Economics BA(Hons) Business Accounting		
Module type:	Project		
Pre-requisites	none		
Excluded Combinations	UMCD9T-30-3 Work based Enquiry Project; UMCD9Q-30-3 Enterprise Project; UMCD9W-30-3 Critical Business Enquiry Project		
Co- requisites	none		
Module Entry requirements	Students entering level 3 as Direct Entrant with 240 AL credits from levels 1 & 2, or students on BA Business Accounting only		

Part 2: Description

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

Module delivery will be based on up to 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 (where required for International direct entrants)
- 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 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 and subject field applicable to their degree pathway:
- BA (Hons) Business & Management. Can select a topic from any subject field
- BA (Hons) Business Management (Leadership, Change & Organisations)/ Business Management with Leadership. Must select Organisation Studies and focus on a related topic
- BA (Hons) Business and Human Resource Management . Must select Human Resource Management or Organisation Studies and focus on a related topic
- BA (Hons) Business Management with Marketing; BA (Hons) Marketing; BA (Hons) Marketing Communications; Must select Marketing and focus on a related topic
- BA (Hons) Business and Events Management. Must select Events Management and focus on a related topic.
- BA (Hons) Business Management with Accounting and Finance or BA Business Accounting . Must select Accounting and Finance and focus on a related topic
- BA (Hons) Business Management with Economics. Must select Economics and focus on a related topic

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.

Part 3: Assessment

The assessment methods are chosen to provide summative feedback and to enable the students to demonstrate that they have achieved the learning outcomes of the module. Opportunity for formative feedback will be provided during supervision sessions and as part of the skills component of the taught unit.

Component A comprises a 8,000 max word research project exploring a contemporary business issue, supported by a 1,500 word proposal submitted at the end of the first teaching block

Identify final timetabled piece of assessment (component and element)	Component A2	

% weighting between components A and B (Standard modules only)	**A:** **100%**	**B:**

First Sit

Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
Proposal (max 1,500 words)	10%
Project (max 8,000 words)	90%

Component B **Description of each element**	**Element weighting** (as % of component)
N/A	

Resit (further attendance at taught classes is not required)

Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Project (max 8,000 words)	100%

Component B **Description of each element**	**Element weighting** (as % of component)
N/A	

Part 4: Learning Outcomes & KIS Data	

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
Key Information Sets Information (KIS)	

Contact Hours	**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;

Written Exam: Unseen or open book written exam
Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)

Total Assessment

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%

Reading List	***Reading link*** *https://uwe.rl.talis.com/search.html?q=umcdfs-30-3&qbutton*=

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Revision CAP Approval Date	3 February 2015 18 November 2015 1 June 2016	Version	*1.1* *1.2* *1.3*		
Revision ASQC Approval Date *Update this row each time a change goes to ASQC*			*2*	*Link to RIA*	