



ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Applied Business Project				
Module Code	UMCDHU-30-3	Level	3	Version	1.2
UWE Credit Rating	30	ECTS Credit Rating	15	WBL module?	No
Owning Faculty	FBL	Field	Business and Management Cross disciplinary		
Department	BBS, Business and Management	Module Type	Project		
Contributes towards	<p><b>BIM:</b>            BA(Hons) Business and Management;            BBA(Hons) Business and Management            BA(Hons) Business Management(Leadership, Change and Organisations) /BA (Hons) Business Management and Leadership;            BA(Hons) Business and HRM;            BA(Hons) International Business            BA(Hons) Business Management with Law            BA(Hons) International Business Management</p> <p><b>MET:</b>            BA(Hons) Business Management with Marketing;            BA(Hons) Business and Events Management            BA(Hons) Marketing;            BA(Hons) Marketing Communications            BA(Hons) Tourism Management;</p> <p><b>AEF:</b>            BA(Hons) Business Management with Accounting and Finance;            BA(Hons) Business Management with Economics</p>				
Pre-requisites	Methods of Enquiry modules: UMCDTX-30-2 UMCDC8-30-2 UMCDC9-30-2	Co- requisites	None		
Excluded Combinations	UMCD9T-30-3 Work based Enquiry Project; UMCD9Q-30-3 Enterprise Project; UMCD9W-30-3 Critical Business Enquiry Project; UMCD9S-30-3 Business Project.	Module Entry requirements	None		
First CAP Approval Date	3 February 2015	Valid from	September 2015		
Revision CAP Approval Date	2 February 2016	Revision with effect from	September 2016		
<b>Review Date</b>	September 2021				

## Part 2: Learning and Teaching

<p><b>Learning Outcomes</b></p>	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>- discuss, critique and apply knowledge of enquiry and research methodologies, methods and analytical techniques (A1, A2)</li> <li>- identify and refine and execute a suitable research topic (A1, A2)</li> <li>- evaluate, select and pursue different enquiry approaches, methods and methodologies (A1, A2)</li> <li>- understand the role of ethics in the enquiry process (A1, A2)</li> <li>- demonstrate detailed knowledge of a business topic including the literature published in the area, its underlying concepts, theories and assumptions (A2)</li> <li>- collect information and data from a variety of sources and assess the accuracy and reliability of such material (A2)</li> <li>- draw appropriate inferences and conclusions from the analysis of findings (A2)</li> <li>- critically consider research results in the context of a literature review (A2)</li> <li>- be self critically reflective on the quality of their own work and the research process undertaken (A2)</li> <li>- work independently on a research topic (A1, A2)</li> <li>- plan and manage a piece of extended writing – manage time, write clearly and concisely, organise material coherently (A1, A2)</li> </ul>
<p><b>Syllabus Outline</b></p>	<p>Students are required to plan and complete an Applied Business Project which is the investigation of a business issue and which may conclude with proposals for an evidence-based solution/response and/or further research.</p> <p>Completion of the Applied Project is an independent learning experience, supported by supervision sessions, field co-ordinated support sessions and attendance at workshops on e.g. writing up research.</p> <p>Although the project largely involves self-directed private study supported by supervision, there will be a taught unit within the module, involving lectures, lectorials and skills sessions (see below). It is anticipated that this unit will also be available to students from other final year project-based modules.</p> <p>Week 1: Introduction to the Unit: project documents and dissertations          Week 2: Planning          Week 3: Structuring          Week 4: Writing          Week 5: Editing and reviewing</p>
<p><b>Contact Hours/Scheduled Hours</b></p>	<p>Module delivery will be based on 6 hours of scheduled learning and teaching activities per teaching week during the initial 5 week taught unit. This will consist of:</p> <ul style="list-style-type: none"> <li>- A weekly one hour lecture for the delivery of core syllabus concepts</li> <li>- A two hour facilitated enquiry/problem-based learning lectorial</li> <li>- Up to three one hour skills development/group supervision/surgery workshops with tutor feedback and support</li> </ul> <p>Once the proposal has been received all students will be allocated a supervisor with expertise relevant to their programme and chosen topic. The role of the supervisor is to provide one-to one on going advice throughout the project. Students will have 4 supervision sessions with their supervisor.</p> <p>Extensive use will be made of Blackboard, and 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.</p>
<p><b>Teaching and Learning Methods</b></p>	<p>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.</p> <p>Students choose their own topic but within certain constraints such as key contexts and subject field applicable to their degree pathway:</p> <ul style="list-style-type: none"> <li>- BA (Hons) Business &amp; Management. Can select a topic from any subject field</li> <li>- BA (Hons) Business Management (Leadership, Change &amp; Organisations)/ Business Management with Leadership. Must select Organisation Studies and focus on a related topic</li> </ul>

- BA (Hons) Business and Human Resource Management . Must select Human Resource Management or Organisation Studies and focus on a related topic
- BA(Hons) International Business. Can select from Strategy & International Business, Operations and Information Management, Human Resource Management, Organisation Studies but the topic chosen must have an international or comparative dimension
- 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. 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 practice and/or for further research.

**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.

<b>Key Information Set - Module data</b>				
<i>Number of credits for this module</i>				30
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
300	40	260	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

	<p>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.</p> <p><b>Essential reading</b> will be indicated clearly to all students at the beginning of the module, and will be specified on Blackboard.</p> <p>Bryman A and Bell E (2011) <i>Business Research Methods (3<sup>rd</sup> ed)</i>. Oxford University Press</p> <p>Or,</p> <p>Fisher C., (2007) <i>Researching and Writing a Dissertation: A guidebook for business students (2nd Edition)</i> Harlow: Pearson FT Prentice Hall</p> <p>Or,</p> <p>Saunders, M.N.K. &amp; Lewis, P. (2012) <i>Doing Research in Business and Management: an essential guide to planning your project</i>. Harlow : Pearson Education, 2012.</p> <p>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.</p>
Indicative Reading List	<p><u>Academic Writing &amp; Critical Thinking Skills</u></p> <p>Cottrell, S. 2005. <i>Critical Thinking Skills, Developing Effective Analysis and Argument</i>. Basingstoke:Palgrave Macmillan.</p> <p>Cottrell, S. 2003. <i>The Study Skills Handbook</i>. 2nd ed. Basingstoke: Palgrave Macmillan.</p> <p>Cox, K. and D. Hill. 2004. <i>EAP Now! English for Academic Purposes</i>. Frenchs Forest: Pearson Longman.</p> <p>McCarthy, M. and F. O'Dell. 2008. <i>Academic Vocabulary in Use</i>. Cambridge: Cambridge University Press.</p> <p>McCormack, J. and J. Slaght. 2005. <i>English for Academic Study: Extended Writing &amp; Research Skills</i>. Reading: Garnet Education.</p> <p>Oshima, A. and A. Hogue. 2006. <i>Writing Academic English</i>. 4th ed. New York: Pearson Longman.</p> <p>Rudestam, K. E. and R. Newton. 2007. <i>Surviving Your Dissertation</i>. 3rd ed. London: Sage Publications.</p> <p><u>Material on Literature Reviews:</u></p> <p>Hart, C. (1998) <i>Doing a Literature Review: Releasing the Social Science Research Imagination</i>. London: SAGE.</p> <p><u>General Management Research Texts</u></p> <p>Easterby-Smith, M., Thorpe, R., and Jackson, P.R.. (2008) <i>Management Research: An Introduction</i>. 3rd ed. London: SAGE.</p> <p>Maylor, H. and Blackmon, K. (2005) <i>Researching Business and Management</i>. London: Palgrave.</p> <p>Saunders, M., Lewis, P., and Thornhill, A. (2009) <i>Research Methods for Business Students</i>. 5th ed. Essex: Pearson.</p> <p>For their literature review, students will be expected to read widely in the periodical (journal) literature on their chosen topic.</p>

<b>Part 3: Assessment</b>		
Assessment Strategy	Component A comprises a 7500 word research project (A2) exploring a contemporary business issue, supported by a 1,500 word proposal submitted in the middle of the first teaching block (A1)	
Identify final assessment component and element	<b>Component A2</b>	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B</b>
	<b>100%</b>	<b>n/a</b>
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Proposal (max 1,500 words)	10%	
2. Project (max 7500 words)	90%	
<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Resubmission of project max 7500 words	100%	
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.		