



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Applied Business Project		
Module Code	UMCDHU-30-3	Level	Level 6
For implementation from	2019-20		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Business & Law	Field	Business and Management Cross-Disciplinary
Department	FBL Dept of Business & Management		
Module type:	Project		
Pre-requisites	Methods of Enquiry (Business, International and Management) 2019-20		
Excluded Combinations	Enterprise Project 2019-20		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description	
<p><b>Overview:</b> 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><b>Educational Aims:</b> 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. 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><b>Outline Syllabus:</b> Students choose their own topic but within certain constraints such as key contexts and subject field applicable to their degree pathway:            BA (Hons) Business &amp; Management. Can select a topic in any area except Events and Law.            BA (Hons) Business Management &amp; Leadership. Must select topic with Human Resource Management or Organisation Studies focus.            BA (Hons) Business &amp; Human Resource Management. Must select topic with Human Resource Management or Organisation Studies focus.            BA (Hons) International Business. Can select a topic in any area but the topic chosen must have an international perspective.            BA (Hons) Marketing. Must select topic with Marketing focus.            BA (Hons) Business Management with Marketing OR BA (Hons) Marketing Communications. Can Select a topic in Business Management and/or Marketing.            BA (Hons) Business &amp; Events Management. Must select topic with Events focus.</p>	

## STUDENT AND ACADEMIC SERVICES

BA (Hons) Business Management with Accounting and Finance. Must select a topic with Accounting and Finance focus.

BA (Hons) Business Management with Economics. Must select topic with Economics focus.

BA (Hons) Business Management with Law. Must select a Business topic with a Law aspect.

**Teaching and Learning Methods:** Although the project largely involves self-directed private study supported by supervision, there will be a taught unit within the module, involving lectures, workshops and skills sessions.

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:

A weekly one hour lecture for the delivery of core syllabus concepts

A two hour facilitated enquiry/problem-based learning workshop

Up to three one-hour skills development/group supervision/surgery workshops with tutor feedback and support

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 5 supervision sessions with their supervisor. Skills sessions will take place throughout the year in both semesters and will be based on the support students require at different stages of their project, e.g. literature review writing workshops will take place in semester 1.

Extensive use of Blackboard will be made, 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.

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.

### Part 3: Assessment

Component A comprises an 8000 word research project exploring a contemporary business issue, supported by a 1,500 word research proposal submitted in the middle of semester 1.

The research proposal asks students to outline a research project idea – including background information on their area of study, potential research aims and a potential methodological approach as well as a time line of their project and ethical considerations.

The Research Project is a piece of written work based on an empirical study that the student has undertaken. It requires students to choose and define a topic, research relevant information, collect primary data (where relevant and possible), critically evaluate research findings, and draw relevant conclusions, with recommendations for practice.

First Sit Components	Final Assessment	Element weighting	Description
Project - Component A	✓	90 %	Project (max 8000 words)
Project - Component A		10 %	Proposal (max 1,500 words)
Resit Components	Final Assessment	Element weighting	Description
Project - Component A	✓	100 %	Project (max 8000 words)

### Part 4: Teaching and Learning Methods

## STUDENT AND ACADEMIC SERVICES

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	<b>Module Learning Outcomes</b>	<b>Reference</b>
	Discuss, critique and apply knowledge of enquiry and research methodologies, methods and analytical techniques	MO1
	Identify and refine and execute a suitable research topic	MO2
	Evaluate, select and pursue different enquiry approaches, methods and methodologies	MO3
	Understand the role of ethics in the enquiry process	MO4
	Demonstrate detailed knowledge of a business topic including the literature published in the area, its underlying concepts, theories and assumptions	MO5
	Collect information and data from a variety of sources and assess the accuracy and reliability of such material	MO6
	Draw appropriate inferences and conclusions from the analysis of findings	MO7
	Critically consider research results in the context of a literature review	MO8
	Be self critically reflective on the quality of their own work and the research process undertaken	MO9
	Work independently on a research topic	MO10
Plan and manage a piece of extended writing – manage time, write clearly and concisely, organise material coherently	MO11	
Contact Hours	<b>Independent Study Hours:</b>	
	Independent study/self-guided study	260
	<b>Total Independent Study Hours:</b>	260
	<b>Scheduled Learning and Teaching Hours:</b>	
	Face-to-face learning	40
	<b>Total Scheduled Learning and Teaching Hours:</b>	40
	<b>Hours to be allocated</b>	300
	<b>Allocated Hours</b>	300
Reading List	<p>The reading list for this module can be accessed via the following link:</p> <p><a href="https://uwe.rl.talis.com/modules/umcdhu-30-3.html">https://uwe.rl.talis.com/modules/umcdhu-30-3.html</a></p>	

### Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Business and Management {Top-Up} [Sep][FT][INTUNI][1yr] BA (Hons) 2019-20