



Module Specification

Applied Business Project

Version: 2023-24, v3.0, 14 Jun 2023

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Part 1: Information

Module title: Applied Business Project

Module code: UMCDHU-30-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Business and Management Cross-Disciplinary

Module type: Module

Pre-requisites: Research Methods for Business (Accounting, Economics and Finance) 2022-23, Research Methods for Business 2022-23, Research Methods for Marketing and Events 2023-24

Excluded combinations: Enterprise Project 2023-24

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: The module provides students with the opportunity to undertake a focused piece of research on an academic topic of their choice, building on the skills and knowledge acquired from other modules throughout their university journey. It is an applied project – so it requires students to: choose and define a topic; research

relevant information; collect primary data (where relevant and possible); critically evaluate findings; and draw relevant conclusions, with recommendations for future research & practice.

Students choose their own topic but within certain constraints:

- BA (Hons) Business & Management. Can select a topic in any area except Events and Law.
- BA (Hons) Business Management & Leadership. Must select topic with Human Resource Management or Organisation Studies focus.
- BA (Hons) Business & 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 and Marketing OR BA (Hons) Marketing Communications. Can Select a topic in Business Management and/or Marketing.
- BA (Hons) Business & Events Management. Must select topic with Events focus.
- 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.

Features: Please note the following pre-requisites:

UMCDM8-15-2 Research Methods for Business, OR

UMCDM9-15-2 Research Methods for Marketing and Events, OR

UMADMJ-15-2 Research Methods for Business (Accounting, Economics and Finance)

Educational aims: See Learning Outcomes. In addition to the learning outcomes that are formally assessed, students on this module will develop several additional skills:

- Time management skills
- Effective oral and written communication skills

- Listening skills
- Specialism in a specific area of research
- Independent working and self-management
- Project Management

Outline syllabus: Although the module is largely self-directed, the modules taught content will cover several key areas:

- Introduction to The Applied Business Project
- Research Questions and the Literature Review
- Guidance on Writing a Research Proposal
- Research Ethics
- Research Methods
- Data Analysis
- Writing-up a Dissertation

Part 3: Teaching and learning methods

Teaching and learning methods: This is not a taught module - it is an independently driven project that students complete with the support of the module team - but the ideas, motivation and direction come from the student.

Students are supported in several ways:

- Workbooks: There are 5 online 'workbooks' for this module. The workbooks include mini lectures, video clips, links to readings, activities and exercises, and a series of questions linked to the Research Proposal. Students should complete the workbook before the linked workshop to benefit from, and contribute effectively to, the workshop.
- Workshops: There are 8 workshops for this module. These are taken by Field Coordinators from several subject area to provide students with access to specialist knowledge. The first three workshops will focus on completing the Research Proposal to give students a solid start to the research project. Workshops provide an important opportunity to share plans and ideas and get feedback from peers and teaching staff.

•Supervisors: Once research proposals have been submitted students will be allocated a supervisor to support them with their research topic. Once allocated, students should meet with supervisors approximately 5 times to progress key milestones in the project.

These activities are designed to link together to provide a strong scaffolding for independent study. To get the most out of them, students should participate fully and utilise all of them.

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

MO1 Independently identify, refine, and execute a suitable research project

MO2 Demonstrate detailed knowledge and understanding of a chosen topic of research and provide a critical evaluation of the relevant theoretical debates.

MO3 Select, justify, and carry out an appropriate methodology for the chosen topic

MO4 Demonstrate understanding of the role of ethics in the research process

MO5 Critically analyse, organise and present the data, considering the research results in the context of relevant literature

MO6 Develop relevant and reasonable conclusions and recommendations

MO7 Plan, manage and organise an extended piece of writing

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 260 hours

Face-to-face learning = 40 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umcdhu-30-3.html) via the following link <https://uwe.rl.talis.com/modules/umcdhu-30-3.html>

Part 4: Assessment

Assessment strategy: There are 2 assessment tasks : A 1,500-word research proposal and an 8000-word dissertation.

The research proposal (submitted in semester 1) asks students to outline a research project idea. The proposal should include background information on their area of study, potential research aims and questions, a potential methodological approach as well as a timeline of their project and ethical considerations. The research proposal will double as students ethical approval application.

The Dissertation (submitted in semester 2) is an extended piece of written work based on the research that the student has undertaken. The dissertation should be based on data that the student has gathered and analysed, most often primary data. The dissertation usually consists of several key chapters including but not limited to an introduction, a literature review, a methodology chapter, findings and discussion, conclusion and recommendations.

Assessment components:

Written Assignment (First Sit)

Description: Proposal (max 1,500 words)

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO7

Project (First Sit)

Description: Project (max 8000 words)

Weighting: 90 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Written Assignment (Resit)

Description: Reflection on research planning and ethics

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO7

Project (Resit)

Description: Project (max 8000 words)

Weighting: 90 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management with Accounting and Finance {Top-Up}[Sep][FT][Frenchay][2yrs] BA (Hons) 2022-23

Business and Management [Sep][FT][NepalBrit][3yrs] BBA (Hons) 2021-22

Business Management and Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Accounting and Finance [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management with Marketing [Sep][FT][Frenchay][3yrs] - Withdrawn BA (Hons) 2021-22

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Human Resource Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Human Resource Management [Sep][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Human Resource Management [May][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Human Resource Management [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business Management and Leadership [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Accounting and Finance {Top-Up} [Sep][SW][Frenchay][3yrs] BA (Hons) 2021-22

Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management with Law [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Accounting and Finance [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

International Business [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

International Business {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Leadership [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Leadership {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Law {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons)
2020-21

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2020-21

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons)
2020-21

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons)
2020-21

Business Management with Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-
21

Business Management with Economics [Sep][SW][Frenchay][4yrs] - Not Running BA
(Hons) 2020-21

Business and Human Resource Management [Sep][SW][Frenchay][4yrs] BA (Hons)
2020-21

Business and Human Resource Management [Jan][SW][Villa][4yrs] BA (Hons) 2020-
21

Business and Human Resource Management [May][SW][Villa][4yrs] BA (Hons)
2020-21

Business and Human Resource Management [Sep][SW][Villa][4yrs] BA (Hons) 2020-
21

Business and Human Resource Management {Foundation}
[Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Marketing Communications [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Marketing Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Human Resource Management {Foundation}
[Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

International Business {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing Communications {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business Management and Leadership {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business Management with Law {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Management [May][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Management [Sep][FT][Villa][3yrs] BA (Hons) 2021-22

International Business Management {Split Delivery} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management and Economics [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business Management and Economics [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Accounting and Finance {Foundation}

[Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Events Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Economics {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Economics [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Economics [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Accounting and Finance {Foundation}

[Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business Management and Economics {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing Communication Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

