



### MODULE SPECIFICATION

Part 1: Information			
Module Title	Applied Business Project		
Module Code	UMCDHU-30-3	Level	3
For implementation from	September 2018		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	FBL	Field	
Department	BBS, Business and Management		
Contributes towards	<p><b>BIM:</b>            BA(Hons) Business and Management;            BBA(Hons) Business and Management            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</p> <p><b>AEF:</b>            BA(Hons) Business Management with Accounting and Finance;            BA(Hons) Business Management and Economics</p>		
Module type:	Project		
Pre-requisites	One of Research Methods modules: UMCDM8-15-2, UMCDM9-15-2, UMCDMJ-15-2 PLUS one of Introductory Research Project modules: UMCDMA-15-2, UMCDMB-15-2, UMCDMD-15-2		
Excluded Combinations	UMCD9Q-30-3 Enterprise Project; UMCD9W-30-3 Critical Business Enquiry Project; UMCDFS-30-3 Business Project		
Co- requisites	None		
Module Entry requirements	N/A		

### Part 2: Description

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. 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 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 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 with 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

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 (A2) exploring a contemporary business issue, supported by a 1,500 word research proposal submitted in the middle of semester 1 (A1).

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.

Identify final timetabled piece of assessment (component and element)	Component A2	
<b>% weighting between components A and B (Standard modules only)</b>	<b>A:</b>	<b>B:</b>
	<b>100%</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%																											
1. Project ( max 8000 words)	90%																											
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)																											
N/A																												
<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. Project ( max 8000 words)	100%																											
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)																											
N/A																												
<b>Part 4: Learning Outcomes &amp; KIS Data</b>																												
Learning Outcomes	<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>																											
Key Information Sets Information (KIS)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="5" style="text-align: left;"><b>Key Information Set - Module data</b></th> </tr> <tr> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> </tr> </thead> <tbody> <tr> <td colspan="3"><i>Number of credits for this module</i></td> <td style="border: 2px solid black; text-align: center;">30</td> <td></td> </tr> <tr> <td style="background-color: #e0e0e0;">Hours to be allocated</td> <td style="background-color: #e0e0e0;">Scheduled learning and teaching study hours</td> <td style="background-color: #e0e0e0;">Independent study hours</td> <td style="background-color: #e0e0e0;">Placement study hours</td> <td style="background-color: #e0e0e0;">Allocated Hours</td> <td></td> </tr> <tr> <td style="text-align: center;">300</td> <td style="text-align: center;">40</td> <td style="text-align: center;">260</td> <td style="text-align: center;">0</td> <td style="text-align: center;">300</td> <td style="text-align: center;"></td> </tr> </tbody> </table>	<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	
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Contact Hours	The table below indicates as a percentage the total assessment of the module which																											

Total Assessment	constitutes a;																										
	<b>Written Exam:</b> Unseen or open book written exam																										
	<b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test																										
	<b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)																										
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Reading List	<i>Reading List link</i> <a href="https://rl.talis.com/3/uwe/lists/EAB39727-6016-ABC5-0B8F-BF0113617814.html">https://rl.talis.com/3/uwe/lists/EAB39727-6016-ABC5-0B8F-BF0113617814.html</a>																										

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First Approval Date (and panel type)	CAP 3 February 2015			
Revision ASQC Approval Date	15 January 2019	Version	2	<a href="#">link to RIA</a>