University of the West of England
BRISTOL

MODULE SPECIFICATION

Part 1: Information			
Module Title	Introductory Research Project (Accounting, Economics and Finance)		
Module Code	UMCDMD-15-2	Level	2
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	15
Faculty	Business and Law	Field	Business and Management Cross Disciplinary
Department	BBS: Business and Management		
Contributes towards	BA (Hons) Business Management with Accounting and Finance ; BA (Hons) Business Accounting		
Module type:	Standard		
Pre-requisites			
Excluded Combinations	UMCDMA-15-2, UMCDMB-15-2		
Co- requisites	UMCDM9-15-2, or UMCDM8-15-2		
Module Entry requirements	N/A		

Part 2: Description

The module allows students to build upon the knowledge and skills gained through the Research Methods module in the preceding semester, in applying the principles and practices of organisational enquiry to a real world business issue related to accounting, economics and finance. This small-scale project relies upon students negotiating access to a small, usually local, company, and using a mixed methods research approach to explore the process of using both qualitative and quantitative research methods in business.

With a few notable exceptions, students are free to prepare a research proposal from topic areas throughout accounting, economics and finance, but choosing a topic relevant to your degree will support final year projects.

Teaching and learning methods will support students across the diversity of approaches and methods they may have used, through the process of gathering data, and writing up a Research Report to present to both the faculty and their client.

The curriculum content for this module covers:

- Agreeing a mixed methods organisational enquiry project in response to feedback from your individuals assessments in the Research Methods module
- Negotiating access to organisations and research participants
- Applying the principles of quantitative enquiry: data types, data collection techniques, data analysis methods and interpretation
- Applying the principles of qualitative enquiry: data types, data collection techniques, data analysis methods and interpretation
- Using research results to develop recommendations for business practice
- Ethics of organisational enquiry
- Writing effective reports for a business audience

Part 3: Assessment

The assessment for this module will be based upon a proposal developed, marked, and reviewed by staff in the preceding module, Research Methods (AEF). Formative feedback on individual proposals will be provided from that module and reviewed with students at the start of this module.

Students will then work together to agree a small, defined research proposal that will be signed off by staff (including ethical approval) before the group conduct the research within an organisation that they previously identified and negotiated access with.

Component A is 3250 words in total, consisting of a 2500 word individual Research Report of the project, and a 750 word personal Reflective Review of the project.

The report section will outline the research rationale and methods, individually analysing the data gathered as a group, and interpreting this to produce recommendations to address the business issue. The personal Reflective Review of the project will consider what the student has learned over the module, how this may impact on future research opportunities, and your own performance as a researcher.

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

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

First Sit

Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Research report (2500 words) and Reflective review (750 words)	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**

Resit (further attendance at taught classes is not required)

Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Research report (2500 words) and Reflective review (750 words)	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will be able to: • Apply knowledge of enquiry and research methodologies, methods and analytical techniques to a real-world business issue (component A) • Undertake research, including the ability to identify and define problems and plan, timetable and execute a realistic enquiry design (component A) • Develop a short business research report to present their research rationale, data, analysis, findings and conclusions (component A) • Formulate reasoned solutions and make practical recommendations as a result of the research undertaken (component A) • Critically reflect upon their own practice and draw conclusions about the research path chosen, possible alternatives and future practice (component A)

	Weekly one hour lectures will focus upon the data gathering, analysis, report writing and interpretation, while 2 hour tutorials will provide an opportunity for students to work in groups, and then alone, in analysing and presenting their data, and writing their research project. The project will be constrained (through approval of the proposal in the previous module) to be a small, mixed methods project on a very specific issue. Staff will support students in analysing their data in computer labs using appropriate software, such as SPSS, NVivo, Excel – and introduction of appropriate tools in Word to handle a large project.
Key Information Sets Information (KIS) Contact Hours	

Key Information Set - Module data

Number of credits for this module 15

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
150	36	114	0	150

Total Assessment

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

Reading List	The reading list for this module is the same as for the Research Methods module, and is available online at https://uwe.rl.talis.com/lists/E7527D8E-24FB-8E9D-DAF2-7E1FE547DC7D.html?draft . This will be updated annually. There are two possible core texts for the module which are the same as your 'Research Methods' module - we advise you to have a look at both and decide which one suits you both for this year *and* for your final year project: 1) Saunders, M., Lewis, P. & Thornhill, A. (2015) *Research Methods for Business Students* (7th ed.). Harlow: Pearson. 2) Bryman, A. & Bell, E. (2015). *Business Research Methods* (4th ed.). Oxford: Oxford University Press.

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First CAP Approval Date	15 December 2016 - Version 1 - link to RIA			
Revision CAP Approval Date *Update this row each time a change goes to CAP*		Version	2	*Link to RIA*