



## **Module Specification**

### **Introductory Business Research Project (Business, International and Management)**

Version: 2023-24, v3.0, 23 May 2023

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## Part 1: Information

**Module title:** Introductory Business Research Project (Business, International and Management)

**Module code:** UMCDMA-15-2

**Level:** Level 5

**For implementation from:** 2023-24

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Field:** Business and Management Cross-Disciplinary

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** Introductory Research Project (Accounting, Economics and Finance) 2023-24, Introductory Research Project (Marketing and Events) 2023-24

**Co-requisites:** Research Methods for Business 2023-24, Research Methods for Marketing and Events 2023-24

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** Co-requisites: students must take UMCDM8-15-2 or UMCDM9-15-2

**Features:** Not applicable

**Educational aims:** 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. This small-scale project relies upon students negotiating access to an organisation or 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 project from topic areas throughout business and management. Students on the BA (Hons) International Business programme are expected to focus their studies on a research project related to the subject area of international business or to put other business and management topics into the context of businesses working internationally. Similarly, students on BA (Hons) Business & HRM are expected to focus on a HRM-related research project.

**Outline syllabus:** The curriculum content for this module covers:

Agreeing a mixed methods organisational enquiry project in response to feedback from your individual 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: Teaching and learning methods**

**Teaching and learning methods:** 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.

Weekly one hour lectures will focus upon the data gathering, analysis, report writing and interpretation, while two x one hour tutorials per week will provide an opportunity for students to work on 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.

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

**MO1** Apply knowledge of enquiry and research methodologies, methods and analytical techniques to a real-world business issue

**MO2** Undertake research, including the ability to identify and define problems and plan, timetable and execute a realistic enquiry design

**MO3** Develop a short business research report to present their research rationale, data, analysis, findings and conclusions

**MO4** Formulate reasoned solutions and make practical recommendations as a result of the research undertaken

**MO5** Critically reflect upon their own practice and draw conclusions about the research path chosen, possible alternatives and future practice

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

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

## Part 4: Assessment

**Assessment strategy:** The assessment for this module will be based upon a proposal developed, marked, and reviewed by staff in the preceding module, Research Methods for Business (BIM). 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 to agree a small, defined research proposal that will be signed off by staff (including ethical approval) before the individual conduct the research within an organisation or organisations that they identify and negotiate access with.

The task 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, 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.

### Assessment tasks:

#### Report (First Sit)

Description: Research report (2500 words) and reflective review (750 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

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

#### Report (Resit)

Description: Research report (2500 words) and reflective review (750 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

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

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Business and Management [Phenikaa] BA (Hons) 2022-23

Business and Management [Frenchay] BA (Hons) 2022-23

Business and Management [Villa] BA (Hons) 2022-23

International Business [Frenchay] BA (Hons) 2022-23

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

International Business Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2022-23

International Business Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2022-23

International Business Management [Frenchay] BA (Hons) 2022-23

International Business Management {Split Delivery} [Frenchay] BA (Hons) 2022-23

Business and Management [NepalBrit] BBA (Hons) 2022-23

International Business Management {Dual} [Taylors] BA (Hons) 2022-23

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

International Business {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

International Business {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22