



MODULE SPECIFICATION

Part 1: Information			
Module Title	Conducting Evidence Based Research		
Module Code	UMODJB-15-M	Level	M
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Organisation Studies
Department	BBS: Business and Management		
Contributes towards	Master of Business Administration		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>The module aims to enable students to understand the importance of gaining and using knowledge and evidence based inquiry in both desk-based and applied externally engaged forms of dissertations (“field research”, Czarniawska, 2014). The module equips students to engage with three alternative dissertation routes where they: undertake research to deepen their knowledge of a particular aspect of business or management; apply appropriate field research approaches in the context of a client-based problem or opportunity; or apply the range of tools associated with development of a new venture plan. The module is designed to equip students with knowledge and skills to collect, produce, critically evaluate, interpret and present relevant data from organisational contexts. During the module students are encouraged to engage with a variety of academic perspectives that inform management research and work in teams to debate the merits and drawbacks of different approaches to the gathering, interpretation and presentation of data. Students learn through considering knowledge of different approaches to enquiring, using evidence and presenting academic arguments.</p> <p>Teaching and learning sessions encompass a range of participative activities, such as case studies linked to a range of existing business and market challenges, problem solving activities and group discussion of relevant theories and concepts.</p> <p>Guest speakers from business form an integral part of the teaching and learning on the module. All sessions require preparation in advance by the students and relevant reading and independent learning tasks will be detailed in the module handbook and online.</p>

Part 3: Assessment

The assessments require students to analyse a real or hypothetical organisation which requires research to solve a management or business issue. Students will choose as their research case, either a past or present employer, an organisation targeted by the student for future employment or an organisation which has engaged the student's interest.

The assessment comprises two components. The first component (A) is a Research (independent or client based) Proposal (75%; 2500 words). Students are required to develop the proposal based on an organisational issue set by themselves or their clients. The proposal needs to include:

- The aims and objectives of the project (e.g. research question or client issue and expected outputs – where the project will involve working with an organisation, this should set the expectations of the organisation at the correct level)
- A conceptual framework (e.g. relevant sources, current debates, relevant sector/managerial function expertise)
- A justified methodology (e.g. data gathering, data analysis, style of working with organisation)
- A completed ethics approval application

More guidance on what is required for specific types of project will be provided in the module handbook.




In the case of the client-based dissertation, whilst the Business School has a formal process in place for the generation of projects, students will be asked also to source their own projects in the first instance where they have specific areas or business sectors of interest.

The second component (component B, 25%) consists in a Project Evaluation (video presentation; 10 minutes) explaining

- a. why the project is relevant for the professional development of the student/researcher
- b. the capabilities and feasibility to carry on the project including an evaluation of the internal and external factors that could facilitate or impede its completion

Throughout the module delivery opportunities will be taken for formative feedback and continuous feedback via the use of Blackboard and study group Blog activities as applicable. The devised assessment profile is applicable to all delivery approaches i.e., traditional weekly class based activities; block structured and distance learning.

Identify final timetabled piece of assessment (component and element)	Component A	
	A:	B:
% weighting between components A and B (Standard modules only)	75%	25%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Independent or client based Project Research Proposal	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Project Evaluation (video presentation)	100%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Independent or client based Project Research Proposal	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Project Evaluation (video presentation)	100%	

Part 4: Learning Outcomes & KIS Data																
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Communicate to an audience of academics and/or potential clients the value of the research proposal. (Component A and B) • Demonstrate the capacity to work with models and theories that could serve to frame business or management research (Component A) • Justify the use of methodological choices and expertise needed in evidence based research (Component A) • Demonstrate effective oral and written communication of complex ideas and arguments using a range of media (Components A and B) • Address ethical concerns that could impede a research project (Component A) 															
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4"></td> <td style="border: 2px solid black;">15</td> </tr> </tbody> </table>	Key Information Set - Module data					<i>Number of credits for this module</i>									15
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Contact Hours	<table border="1"> <thead> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> <th></th> </tr> </thead> <tbody> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> <td style="text-align: center;"></td> </tr> </tbody> </table>	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours		150	36	114	0	150				
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Total Assessment	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>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)</p> <table border="1"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>60%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>40%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	60%	Practical exam assessment percentage	40%		100%					
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Reading List	<p>Specific reading is included on Blackboard under this link: https://uwe.rl.talis.com/lists/CBAA7C92-EAB2-F23E-C2C2-79EC47AE7518.html</p>															

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First Approval Date	ASQC - 7 March 2018 link to RIA			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>		Version	<i>2</i>	<i>Link to RIA</i>