



MODULE SPECIFICATION

Part 1: Information			
Module Title	Consultancy Project Dissertation		
Module Code	UMSDS8-60-M	Level	Level 7
For implementation from	2020-21		
UWE Credit Rating	60	ECTS Credit Rating	30
Faculty	Faculty of Business & Law	Field	Business and Management Cross-Disciplinary
Department	FBL Dept of Business & Management		
Module type:	Master dissertation		
Pre-requisites	None		
Excluded Combinations	Management Dissertation and Research Methods 2020-21		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Overview: The research methods component of this module will be delivered through a series of workshops. The aim of the workshops is to provide an opportunity for students to develop knowledge, understanding and skills in relation to research. The client-based project component will be delivered through independent learning, with a supervisor providing support, guidance and formative feedback in terms of both the topic and the research process. Students will normally have at least four formal meetings with their supervisor over the period of the project, although individual arrangements may be made.</p> <p>Educational Aims: See Learning Outcomes.</p> <p>Outline Syllabus: Students will first complete the research Dissertation Preparation Portfolio as part of the research methods learning that will provide them with the necessary tools to design the project. The purpose of the project is to enable students to pursue in-depth study of a particular business management topic of their own choosing. The syllabus is not, therefore, clearly defined in advance, but will be formulated by the student in response to a problem or opportunity, with the support of the client, the supervisor and other relevant tutors. In order to be considered an appropriate project the student must identify:</p> <ol style="list-style-type: none"> 1. An area of business management theory relevant to the client-based problem (i.e. synthesising knowledge from a range of previous modules). Students should put the project before the topics so that the dissertation remains entirely business-facing rather than involving overt academic work. Any management theory may be used to underpin the project, but should not be overtly used. The stress is on commercial sources i.e. an academic literature review is not expected.

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2. Theory should simply be applied in practice and not be directly observable in the outputs that address a problem, question or opportunity faced by an organisation

Students may source their own project, subject to approval of the module leader, or choose from the projects sourced by the University.

Teaching and Learning Methods: Based on the nature of the project, students will be allocated a supervisor. The nature and frequency of contact will be negotiated between the student and the supervisor. It is envisaged that this will usually involve an element of written feedback on draft work as well as synchronous interactions (either face to face or via communication media). The student should meet with the client throughout the project, to include an initial project scoping meeting and verbal presentation of the results. The supervisor will usually be present at the final meeting, but where the supervisor cannot be present at the final meeting the presentation will be recorded (this allows projects to be carried out abroad for example). Further contact with the client will be negotiated by the student.

Part 3: Assessment

Significant research skills will be acquired, partly through undertaking classes and completing the portfolio, but mainly through carrying out the client-based project component.

A1 Report (11000 words): The nature of the report will vary according to the organisational problem being addressed however it must include an explanation, justification and evaluation of the theoretical underpinnings of the project, evaluation of the success of the project and appropriate recommendations for any weaknesses identified. The word limit of 11000 is intended as a guide only plus appendices. A research proposal based on the brief provided by the client must be included as an appendix to the report. The length and nature of the proposal will vary depending on the type of project, but as a guide this will be ca.1500 words.

A2 Client presentation and Q&A session (ca. 45 minutes): This will assess the student's ability to summarise the project outcomes and present them verbally to the client. The presentation will normally be made to both the supervisor and the client, and the client may invite other project stakeholders as appropriate.

In determining the final mark for Component A the supervisor will consult the client. However, the final mark will be decided by the supervisor. In the case of a referral, the presentation may be made to the supervisor only.

B Dissertation Preparation Portfolio (2400 words) based on specific topics and tasks in preparation for the main project, typically to include but not limited to reviewing literature, research design and reasoning, sampling, design of a data collection tool, data analysis).

First Sit Components	Final Assessment	Element weighting	Description
Report - Component A		65 %	Final report
Presentation - Component A	✓	15 %	Presentation of project outcomes
Portfolio - Component B		20 %	Dissertation Preparation portfolio
Resit Components	Final Assessment	Element weighting	Description
Report - Component A		65 %	Final report
Presentation - Component A	✓	15 %	Presentation of project outcomes
Poster - Component B		20 %	Dissertation Preparation portfolio

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Part 4: Teaching and Learning Methods																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;">Module Learning Outcomes</th> <th style="text-align: left;">Reference</th> </tr> </thead> <tbody> <tr> <td>Understand the research process as a whole and be able to organise and structure an effective research plan.</td> <td>MO1</td> </tr> <tr> <td>Apply ethical considerations in research design and data collection.</td> <td>MO2</td> </tr> <tr> <td>Critically explore and apply both primary and secondary research methodologies within the consultancy project and demonstrate the ability to conduct research into complex business and management issues through research design, data collection, analysis, synthesis and produce robust recommendations.</td> <td>MO3</td> </tr> <tr> <td>Synthesise information from multiple sources (academic theory, client input and commercial information) in the definition and implementation of the project.</td> <td>MO4</td> </tr> <tr> <td>Demonstrate inventiveness in planning and conducting a client-based project, through the portfolio and throughout the dissertation by approaching the project with creativity, originality, resourcefulness and imagination.</td> <td>MO5</td> </tr> <tr> <td>Communicate complex information, evaluation and analysis to a professional standard as a written report and as an oral presentation.</td> <td>MO6</td> </tr> <tr> <td>Demonstrate highly effective consultancy skills and reflect critically on their learning from conducting the project.</td> <td>MO7</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	Understand the research process as a whole and be able to organise and structure an effective research plan.	MO1	Apply ethical considerations in research design and data collection.	MO2	Critically explore and apply both primary and secondary research methodologies within the consultancy project and demonstrate the ability to conduct research into complex business and management issues through research design, data collection, analysis, synthesis and produce robust recommendations.	MO3	Synthesise information from multiple sources (academic theory, client input and commercial information) in the definition and implementation of the project.	MO4	Demonstrate inventiveness in planning and conducting a client-based project, through the portfolio and throughout the dissertation by approaching the project with creativity, originality, resourcefulness and imagination.	MO5	Communicate complex information, evaluation and analysis to a professional standard as a written report and as an oral presentation.	MO6	Demonstrate highly effective consultancy skills and reflect critically on their learning from conducting the project.	MO7
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Reading List	<p>The reading list for this module can be accessed via the following link:</p> <p>https://uwe.rl.talis.com/index.html</p>																

Part 5: Contributes Towards	
<p>This module contributes towards the following programmes of study:</p> <p>Business Management [Sep][FT][Frenchay][1yr] MSc 2020-21</p> <p>Business with Supply Chain Management [Jan][FT][Frenchay][1yr] MSc 2020-21</p> <p>Business with International Human Resource Management [Jan][FT][Frenchay][1yr] MSc 2020-21</p> <p>Business with Digital Management [Jan][FT][Frenchay][1yr] MSc 2020-21</p>	