



Module Specification

Consultancy Project Dissertation

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Part 1: Information

Module title: Consultancy Project Dissertation

Module code: UMSDS8-60-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 60

ECTS credit rating: 30

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Business and Management Cross-Disciplinary

Module type: Module

Pre-requisites: None

Excluded combinations: Management Dissertation and Research Methods 2023-24

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

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.

Features: Not applicable

Educational aims: See Learning Outcomes.

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:

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.

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.

Part 3: Teaching and learning methods

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.

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

MO1 Understand the research process as a whole and be able to organise and structure an effective research plan.

MO2 Apply ethical considerations in research design and data collection.

MO3 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.

MO4 Synthesise information from multiple sources (academic theory, client input and commercial information) in the definition and implementation of the project.

MO5 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.

MO6 Communicate complex information, evaluation and analysis to a professional standard as a written report and as an oral presentation.

MO7 Demonstrate highly effective consultancy skills and reflect critically on their learning from conducting the project.

Hours to be allocated: 600

Contact hours:

Independent study/self-guided study = 576 hours

Face-to-face learning = 24 hours

Total = 600

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

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 Task 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).

Assessment components:

Portfolio (First Sit)

Description: Dissertation Preparation portfolio

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Report (First Sit)

Description: Final report

Weighting: 65 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO5, MO6, MO7

Presentation (First Sit)

Description: Presentation of project outcomes

Weighting: 15 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO6

Portfolio (Resit)

Description: Dissertation Preparation portfolio

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Report (Resit)

Description: Final report

Weighting: 65 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO5, MO6, MO7

Presentation (Resit)

Description: Presentation of project outcomes

Weighting: 15 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management [Sep][PT][Frenchay][3yr] MSc 2021-22