



Module Specification

Business Project

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Part 1: Information

Module title: Business Project

Module code: UMCDVF-15-3

Level: Level 6

For implementation from: 2021-22

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Frenchay Campus

Field: Business and Management Cross-Disciplinary

Module type: Project

Pre-requisites: None

Excluded combinations: Critical Business Enquiry Project 2021-22, Enterprise Project 2021-22

Co-requisites: Business Project in Theory 2021-22

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: This module builds on and, develops the research skills taught in Business Project in Theory (Semester 1). It aims to develop student's skills and

confidence to deliver business research projects that have relevance to real life organisations in their post university careers.

Outline syllabus: The following key areas will be covered in the weekly lectures and regular seminars:

- Introduction to the module and assessment
- Procedures and practicalities of conducting research (including data collection methods, sampling and recruitment, etc.)
- Case studies and examples of carrying out qualitative data collection and analysis
- Case studies and examples of carrying out quantitative data collection and analysis
- Case studies and examples of synthesising, presenting, and reporting mixed methods research
- Writing a research report
- Reporting and discussing findings

Part 3: Teaching and learning methods

Teaching and learning methods: Weekly lectorials will present and discuss salient concepts that are necessary for understanding the research process and popular methods for doing research. Group seminars support students to develop their applied research skills. Seminars will explore practical examples drawing on research papers published in leading journals and multi-media presentations that illustrate key elements of the study of contemporary business issues. Students will receive group supervision sessions to support their individual projects.

Module Learning outcomes:

MO1 Identify and refine a suitable business issue for the purpose of doing research

MO2 identify and apply appropriate methodologies to address a specific research issue

MO3 Apply analytical techniques to present and interpret quantitative and/or qualitative data

MO4 critically reflect on relevant theoretical frameworks in the context of business project research

MO5 Plan and manage a piece of extended individual writing – manage time, work effectively, write clearly and concisely, organise material coherently

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 via the following link

Part 4: Assessment

Assessment strategy: Research Project (3,500 words)

Students will complete an individual applied piece of business research with relevance to contemporary business issues, including recommendations for further research and/or practice.

Assessment components:

Project - Component A (First Sit)

Description:

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested:

Project - Component A (Resit)

Description: Research project submission /resubmission

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Human Resource Management {Top-Up} [Sep][FT][FR][1yr] BA (Hons)
2021-22

International Business Communication {Top-Up} BA (Hons) 2021-22

Business and Management {Top Up}[Sep][FT][CU][1yr] BA (Hons) 2021-22

International Business Management {Top-Up} [Sep][FT][BIBM][1yr] BA (Hons) 2021-
22

International Business Management {Top-Up} [Sep][FT][Villa][1yr] BA (Hons) 2021-
22

Business and Events Management {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons)
2021-22

Marketing{Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2021-22

International Business Management {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons)
2021-22

Business and Management {Top Up}[Sep][FT][Frenchay][1yr] BA (Hons) 2021-22

Business Management with Marketing {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons)
2021-22

Banking and Finance {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2021-22

Business and Management {Top Up}[Sep][FT][DeITel][1yr] BA (Hons) 2021-22