



Module Specification

Data Analytics, Research and Professional Advancement (AABM)

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	5
Part 5: Contributes towards	6

Part 1: Information

Module title: Data Analytics, Research and Professional Advancement (AABM)

Module code: UMATAU-30-2

Level: Level 5

For implementation from: 2026-27

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Accounting and Finance

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module aims to enhance students' professional skills for a business environment. These include data analytics, research, and communication skills. Students will apply different research methodologies to address practical business problems and will be enabled to sort, evaluate, apply, and effectively communicate their findings to diverse audiences. The e-portfolio, started at Level 4, will be built on in this module, enabling students to reflect on, capture and manage their evolving professional advancement.

Features: Not applicable

Educational aims: During this module students will advance their professional competencies through cultivating proficiency in a range of skills including data analytics, communication and applying research methodologies to business contexts. Students will engage with employers to build business acumen and to practise skills typically required and sought-after by employers. By bridging theoretical knowledge with practical experience and enabling students to reflect on and evaluate their competency levels, this module ensures that students are not only well-versed in essential skills but adept at applying them effectively in real-world professional contexts.

Outline syllabus: In this module, students will be taught research processes and be able to understand, select and apply appropriate methodologies for the analysis and interpretation of data to solve business problems. They will be taught how to communicate their findings to diverse audiences. Students will engage with employers and gain hands-on experience of elements of the recruitment cycle. They will produce an artefact to present their findings as well as a written report to support this. In the e-portfolio students will evidence, analyse, and evaluate the development of their skills and competencies and demonstrate that they are reflective learners who are able to actively manage themselves and their own career progression.

Part 3: Teaching and learning methods

Teaching and learning methods: The module will incorporate a variety of learning and teaching methods to facilitate experiential learning, emphasising a practice-led approach. Module delivery will be based on scheduled learning and teaching activities per teaching week with a mixture of lectures and tutorials.

To grow students' capabilities and confidence, the module will adopt a culture of teaching and learning that actively allows students to experiment and grow. This will be achieved through:

Preparing - Students will be introduced to key concepts and given structured

activities to support their learning. Students will be reminded of the Career Development Framework introduced at Level 4 and understand how their learning in this module will help increase their personal and professional development.

Participating – Students will use their Data Analytics and Research skills and apply their learning into real-world scenarios recognising that Personal and Professional Development is best learnt in an applied setting where students can learn collaboratively from and with their peers. The emphasis is placed on practical application, enabling students to draw connections between theoretical concepts and actual workplace challenges. The Career Development Framework will enable students to participate in activities which will move them forwards in the personal career planning.

Practising – Students will practise and refine their skills throughout the module to hone their communication, data analytics, research, digital and reflective-writing skills.

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

MO1 Select and apply appropriate methodologies to address practical business problems.

MO2 Apply tools for sorting, organising refining and analysing data.

MO3 Critically evaluate personal and professional values, ethics, practices, and behaviours.

MO4 Demonstrate self-awareness through reflection on own learning and development and make an informed judgement of own learning and development needs, including identifying potential areas of specialism.

MO5 Reflectively listen to others and articulate own ideas adapting communication styles and media to meet the needs of diverse audiences.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 0

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umatau-30-2.html) via the following link <https://uwe.rl.talis.com/modules/umatau-30-2.html>

Part 4: Assessment

Assessment strategy: e-Portfolio (50%)

Students will be supported to complete a structured portfolio that will capture and evidence their competency-levels in data analytics, research, and communication skills as well as a personal reflection and evaluation of their continuing personal and professional development that will support their future employability.

Practical Skills Assessment (50%)

Artefact and Report

Students will create an artefact, for example Press Release, Digital, PowerPoint, Video, Photographs etc that is supported by a report that demonstrates that they are able to select and apply appropriate methodologies for the analysis, interpretation and effective communication of data to diverse audiences.

Assessment tasks:

Practical Skills Assessment (First Sit)

Description: Artefact and Report (max 1,000 words or equivalent).

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO5

Portfolio (First Sit)

Description: E-portfolio (max 3000 words).

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4, MO5

Practical Skills Assessment (Resit)

Description: Artefact and Report (max. 1000 words or equivalent)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO5

Portfolio (Resit)

Description: E-portfolio resubmission (max 3000 words).

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Accounting and Business Management {Foundation} [Frenchay] BA (Hons) 2024-25

Accounting and Business Management [Frenchay] BA (Hons) 2025-26