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Refer to guidance notes for completion of each section of the specification.

Module Code:	BUS7B23
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Module Title:	Integrated Case Study
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Level:	7	Credit Value:	60
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Cost Centre(s):	GABP	JACS3 code:	N000/100079
		HECoS code:	

Faculty	Faculty of Social & Life Sciences	Module Leader:	Rajendra Kumar
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Scheduled learning and teaching hours	30 hrs
Supervised learning eg practical classes, workshops	180 hrs
Total contact hours	210 hrs
Guided independent study	390 hrs
Module duration (total hours)	600 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
MBA (top up)	✓	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: 24/04/2020
 With effect from: 24/04/2020
 Date and details of revision:

Version no: 1
 Version no:

Module Aims

The module aims to:-

- Provide a learning experience for students whereby the learning outcomes from the MBA programme can be brought together, reflected upon in a formal report, and consolidated from a general management perspective into a substantial body of work focussed upon a case study approach to research and applied outcomes
- Provide a discussion and learning framework within which the reality of the cross-functional contexts of the modern business environment and the matching skill sets required in this environment are able to be explored within a sustained piece of applied research within a case study approach
- Provide a learning platform in which the inter-disciplinary skill set needed in contemporary management contexts is able to be developed while drawing on a range of general management disciplines & competencies exhibited by the student and tested within the project.
- Providing an integrative Learning Framework within a case study approach aimed at and based upon real-life business situations, while providing the mentoring safety of the academic environment and sheltered from the risks of the real world.
- Critically focus on enabling students to review practical business problems and proposing solutions to these problems within a controlled “live” learning environment.
- Provide opportunities for students to solve cases/case study examples and justify the solutions that have been put forward from an available pool of different solutions.
- Provide opportunity for students to focus on decision making areas and ensuring that viability of responses becomes a key element of their skill sets
- Provide students with an introduction to the differential learning opportunities offered within retrospective, contemporary, and prognostic case study analysis and the evaluations which may be drawn from differing examples.

Module Learning Outcomes - at the end of this module, students will be able to

1	Applying theories and models across different disciplines gained from the MBA programme and undertake a comprehensive strategic review of a complex business scenario from an objective, impartial perspective to complete a situational Analysis
2	Drawing upon various strategic tools and models and techniques to conduct strategic analysis of the organizational situation and identify strategic issues and key influencing factors shaping organizations development and understand different strategic options.
3	Undertake complex analysis and evaluation from data and information provided in the case study and demonstrate ability to analyse and synthesise data effectively
4	Develop a coherent strategic plan for the business based upon the strategic analysis of key issues, module contents of the MBA programme, with a clear vision, mission statement, core values and strategic objectives, structured analysis of problems, strategic solutions and conclusions underpinned by evidence-based analysis and critical discussions.
5	Reflect on his/her own learning experiences and identify areas for further personal development in terms of knowledge, understanding and practical skills.

Employability Skills
The Wrexham Glyndŵr Graduate

I = included in module content
A = included in module assessment
N/A = not applicable

Guidance: complete the matrix to indicate which of the following are included in the module content and/or assessment in alignment with the matrix provided in the programme specification.

CORE ATTRIBUTES	
Engaged	
Creative	
Enterprising	
Ethical	
KEY ATTITUDES	
Commitment	
Curiosity	
Resilient	
Confidence	
Adaptability	
PRACTICAL SKILLSETS	
Digital fluency	
Organisation	
Leadership and team working	
Critical thinking	
Emotional intelligence	
Communication	
Derogations	
None	

Assessment:

Indicative Assessment Tasks:

Guidance: please ensure you add indicative word count and durations within the narrative body of this section

Research reflection report – 2000-3000 words

Case Study Analysis – 10000-12000 words

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	LO5	Report	20
2	LO1, LO2, LO3, LO4,	Case Study Analysis	80

Learning and Teaching Strategies:

Teaching is through supervisory meetings which will introduce the requirements of the module, and consider the case, the theoretical frameworks and monitor progress with the the integrated case study analysis (usually 10 hours for group meetings and 20 hours individual sessions). In addition practical workshops support the collection and analysis of data required to complete the case study (up to 180 hours).

Syllabus outline:

Introduction to Case Study Analysis --- Mini Cases, Macro Cases and Integrated Business Case Studies
A Modelled Approach to Case Study Analysis for Analysis and Decision Taking
Understanding the Case Study Assignment Brief
The Environmental Audit
Situational, SWOT Analysis and Resource Constraints
Problem Identification & Analysis
Prioritisation Alignments to Strategic Intent
Assumption Setting
Strategic Business Planning
Objectives, Strategies, Action Plans, by function to time scales

Indicative Bibliography:**Essential reading**

- Yin, RK (2018) Case Study Research and Applications: Design and Methods 6th edn. Sage Publications, Inc;
- Simons, H (2009) Case Study Research in Practice Sage Publications Ltd.
- Thomas, G (2011) How to do your Case Study: A Guide for Students and Researchers Sage Publications Ltd.

Other indicative reading

- Gerring, J (2016) Case Study Research: Principles and Practices 2nd edn. Cambridge University Press
- Bell, J and Waters, S (2018), Doing Your Research Project, 7th edn. Amacom
- Jankowicz, A.D., (2004) Business research projects, 4th ed. Thomson Learning.
- Kara H. (2015) Creative Research methods in the Social Sciences: A Practical Guide, Policy Press
- Keats DM (2000). Interviewing: A Practical Guide for Students and Professionals. Open University Press.
- King N. and Horrocks C. (2010) Interviews in Qualitative Research, SAGE
- Gray, D (2019). Doing Research in Business World, Sage Publications Ltd
- Marsden P. V. and Wright J. D, (2010) Handbook of Survey Research (2nd edition) Emerald Group Publishing
- May T (2011). Social Research: Issues, Methods and Research (4th edition). Open University Press.
- Pallant J (2013). SPSS Survival Manual: A step by step guide to data analysis using IBM SPSS (5th edition). Open University Press.
- Patton M. Q, (2015) Qualitative Research and Evaluation methods: Integrating Theory and Practice, (4th edition) SAGE
- Quinton S. and Smallbone T. (2006) Postgraduate Research in business: A Critical Guide (Sage Study Skills), SAGE
- Robson C (2011). Real World Research (3rd edition) John Wiley & Sons
- Scheyvens R and Donovan S (2014). Development Fieldwork: A Practical Guide. (2nd edition) Sage.
- Sekaran U and Bougie R. (2013). Research Methods for Business: A Skill Building Approach (6th edition). John Wiley and Sons.