

MODULE SPECIFICATION FORM

Module Title: Project	Level: 6	Credit Value: 40
------------------------------	----------	------------------

Module code: BUS602	Cost Centre: GAMG	JACS2 code: N100
---------------------	-------------------	------------------

Trimester(s) in which to be offered: 1 & 2	With effect from: November 2014
--	---------------------------------

Office use only: To be completed by AQU:	Date approved: September 2011
	Date revised: November 2014
	Version no: 3

Existing/New: Existing	Title of module being replaced (if any):
------------------------	--

Originating Academic Department: Business and Management	Module Leader: Dr Jan Green
--	-----------------------------

Module duration (total hours): 400 Scheduled learning & teaching hours: 40 Independent study hours: 360	Status: core/option/elective (identify programme where appropriate): Core
---	---

Programme(s) in which to be offered: BA Business and Events Management BA Business Management – option for Wrexham-based students from 2014-15 BA Business Marketing – option for Wrexham-based students from 2014-15 BA Business Accounting – option for Wrexham-based students from 2014-15 BSc Entrepreneurship BSc App Design	Pre-requisites per programme (between levels): None
---	--

Module Aims:

To integrate and apply knowledge gained during their degree studies in a self-motivated, practical, enquiring and problem solving manner, thereby extending their own learning, whilst being selective of the aspects appropriate to their specific area of study.

Expected Learning Outcomes:

At the end of this module, students should be able to:

Knowledge and Understanding:

1. Identify and specify the characteristics of and the variables relevant to a problem or investigative topic in the sphere of management or business.
2. Design a coherent, logical and methodically sound research proposal as a basis for undertaking a researchable independent project.
3. Systematically understand the key, critical concepts and application of research methods in real life phenomena.
4. Complete a practical or theoretical research project and defend the purpose, research methods and outcomes of the project.

Transferable/Key Skills and other attributes:

Business research skills
Problem solving
Analytical and Critical Reasoning
Computing Skills.

Assessment: please indicate the type(s) of assessment (e.g. examination, oral, coursework, project) and the weighting of each (%). ***Details of indicative assessment tasks must be included.***

Assessment 1 of the module will be submitted early in semester 1 and will consist of a research proposal, giving a full plan of the project. The proposal will include the terms of reference for the project, evidence of literature searching, use of theory and plans for the practicalities, methodology and analysis of the research.

Assessment 2 will be the final Project Report giving the full details of the literature and findings.

Assessment	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count or equivalent if appropriate
1	LO 1, 2	Research Proposal	20%		1,500
2	LO 3, 4	Dissertation	80%		8,000

Learning and Teaching Strategies:

This module will comprise formal class teaching sessions and continuous project supervision on a one to one or small team basis. The module will be completed over two teaching blocks, which are either trimesters or semesters dependent upon which programme option is taken. During the first teaching block, there will be a weekly lecture on research methods. This will also include some IT laboratory sessions. The weekly session in the second teaching block will consist of selected lectures and IT laboratory sessions targeted to coincide with the needs of the students at appropriate stages of the project process. At other times the weekly

session will be used as drop-in help for assistance on any part of the research process. The drop-in help sessions provide complementary support to the individual tutor supervision which will be available throughout the course of the project.

Syllabus outline:

Project introduction – overview, idea of a project, supervision and project structure and assessment
Methods of research, differing approaches, techniques and practicalities
Choosing a topic – terms of reference, project planning
Literature searching, identifying variables and recording progress
Project proposal
Writing the literature Review – structure, theoretical content and business examples
Questionnaires – different types and categorisation of data.
Quantitative analysis of data
Qualitative analysis of data
Precautions – reliability, bias and validity
Writing the Methodology Section of the Report – justify, method and analysis
Using computer packages to aid the analytical process
Organisation of findings, analysis and discussion
Drawing conclusions and making recommendations
Presentation of the report
Reflection on the research process and lessons learnt.

Bibliography

Essential reading:

Saunders, M, Lewis, P and Thornhill, A. (2012) *Research Methods for Business Students (6th edn)*
Harlow, Financial Times / Prentice Hall.

Other indicative reading:

Bryman, A. and Bell, E. (2011) *Business Research Methods (3rd edn)* Oxford University Press, Oxford
Bryman, A. (2008) *Social Research Methods*, New York, USA, Oxford, University Press.
Collis, J. (2009) *Business Research: A Practical Guide for Undergraduate and Postgraduate Students (3rd edn)* Basingstoke, Palgrave Macmillan
Denzin, N.K. and Lincoln, Y.S. (2011) *The SAGE Handbook of Qualitative Research [4th edn.]*. Thousand Oaks, CA: Sage.
Greetham, B, (2009) *How to write your undergraduate dissertation*, Palgrave Macmillan
Hart, C. (1998) *Doing a Literature Review: Releasing the Social Science Research Imagination*, London, Sage
Jankowicz, A.D. (2005) *Business Research Projects (4th edn.)* London: Thomson Learning
Lee, N and Lings, I. (2008) *Doing Business Research, A Guide to Theory and Practice* London; Sage
Swetnam, D. (2009) *Writing your dissertation: The Bestselling Guide to Planning, Preparing and Presenting First-Class Work (3rd edn)* Oxford, How to Books Ltd
Walliman, N. (2004) *Your Undergraduate Dissertation: The Essential Guide to success*, London, Sage