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

Module Code:	BUS680

Module Title:	**Business Project**

Level:	6	Credit Value:	40

Cost Centre(s):	GABP	JACS3 code: HECoS code:	N000/100079

Faculty	Faculty of Social & Life Sciences	Module Leader:	Roger Telfer

Scheduled learning and teaching hours	48 hrs
Supervised learning eg practical classes, workshops	96 hrs
Total contact hours	**144** hrs
Guided independent study	256 hrs
Module duration (total hours)	400 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons) Business Studies	✓	☐

Pre-requisites
Research Methodologies

Module Aims
The module aims to introduce and develop the skills needed to conceptualise a problem, make use of available literature, design a research strategy, evaluate, organise, and integrate relevant data (both existing and new), derive useful solutions based on knowledge, and communicate those solutions to clients and colleagues.

The Business Project module enables the student to integrate the knowledge acquired in the taught modules at all levels of the programme. Students will develop the ability to apply that knowledge to the analysis and solution of the kinds of business and management problems that are encountered in the development of a viable and persuasive business proposal. It also develops the skills to communicate proposed solutions and the rationale behind them to an audience of potential investors. It allows the learner to present a plan of action on the basis of the research and speak persuasively with respect to the feasibility of the action and the likelihood of it leading to business success. |

Module Learning Outcomes - at the end of this module, students will be able to	
1	Independently undertake the necessary research and identify, evaluate, design, and critically consider for implementation a viable business proposal project which is supported by a full business plan taken/developed to pre-launch stage
2	Undertake the necessary research and identify, evaluate, design and critically consider for implementation a viable business proposal project which is supported by a full business plan taken to pre-launch stage
3	Demonstrate a critical understanding and comprehension of the relationship between theory and practice and of the application and synthesis of theory into practice particularly related to the formulation of business projects and planning requirements.
4	Apply research skills, critical thinking skills, and critical interpretive and comprehension skills to business, management, organisational or related fields of enquiry and form conclusions and make recommendations on the basis of this activity which are particularly related to the development of a Business Project and Business plan.

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	I
Creative	I
Enterprising	I
Ethical	I
KEY ATTITUDES	
Commitment	I
Curiosity	I
Resilient	I
Confidence	I
Adaptability	I
PRACTICAL SKILLSETS	

Digital fluency	N/A
Organisation	I
Leadership and team working	I
Critical thinking	I
Emotional intelligence	I
Communication	I

Derogations

None

Assessment:

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

Individual business project, 8000-10000 words

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	LO1, LO2, LO3, LO4	Project	100

Learning and Teaching Strategies:

A variety of teaching approaches is used, including lectures, seminars, case analysis, teamwork and extensive use of electronic resources for guided research.

Syllabus outline:

Problem identification and research question/hypothesis generation
Research design and planning research in an ethical manner (protection of human subjects)
Strategies to enhance the validity of qualitative and quantitative designs
Descriptive statistics and graphical presentations
Measurement issues including reliability and validity
Specific research topic identified by the student and confirmed and agreed with Supervisory staff team and with the agreement of the Research Methodologies tutor

Indicative Bibliography:

Essential reading

- Bell J (2014). *Doing Your Research Project: A Guide for First-Time Researchers in Education, Health and Social Science* (6th Edition) Open University Pres
- Saunders, M, Thornhill, Lewis (2015) *Research Methods for Business Students*, 7th ed., Pearson Education.
- Easterby-Smith, M. Thorpe, R, Lowe, A (2018) *Management Research: An Introduction*, (6th ed.) Sage Publications Ltd.
- Quinlan C. (2015), *Business Research Methods,* Cengage Learning
- Saunders, M.N.K., Lewis, P., and Thornhill, A. (2012) *Research methods for business students* ; FT Prentice Hall
- Schutt, R.K. (2014) *Investigating the Social World: The Process and Practice of Research (8th edition)*, SAGE
- Thomas, G (2011) *How to do your Case Study: A Guide for Students and Researche* Publications Ltd.

Other indicative reading

- Alreck PL and Settle RB (1995). *The Survey Research Handbook*. McGraw-Hill.
- Babbie E (2012). *The Practice of Social Research* (13th International Edition). Wadsworth Publishing.
- Beech J. (2014) *Doing Your Business Research Project,* SAGE
- Bell J and Waters S. (2014). *Doing Your Research Project: A Guide for First-Time Researchers (6th edition).* Open University Press.
- Blunch, N. (2008). *Introduction to structural equation modeling using SPSS and Amos.* London: Sage.
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- Cohen, J. and Cohen P. (2013). *Applied multiple regression/correlation analysis for the behavioral sciences.* (3rd edition) Routledge.
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- Corbin J and Strauss A (2015). *Basics of Qualitative Research: Techniques and Procedures for Developing Grounded Theory* (4th edition). Sage.
- Dancey, C.P. & Reidy, J.G. (2014). *Statistics without maths for psychology* (6th edition), Pearson
- Field, A. P. (2013). *Discovering statistics using IBM SPSS.* (4th edition). SAGE
- Gillham B (2008). *Developing a questionnaire* (Second Edition). Continuum.
- Gray D. E (2013). *Doing Research In the Real World.* (3rd edition) Sage.
- Hennink M., Hutter I. and Bailry A. (2010) Qualitative Research methods, SAGE
- Huberman AH and Miles MB (2002). *The Qualitative Researcher's Companion: Classic and contemporary readings.* Sage.
- 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
- Lancaster G (2004). *Research Methods in Management: A Concise Introduction to Research in Management and Business Consultancy.* Butterworth-Heinemann.
- *Crowther D. and Lancaster G. (2008) Research Methods: A Concise Introduction to Research in Management and Business Consultancy* (2nd Edition) Routledge

- 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 Uni*versity* Press.
- Partington D (2002). *Essential Skills for Management Research*. Sage.
- Patton M. Q, (2015) *Qualitative Research and Evaluation methods: Integrating Theory and Practice,* (4th edition) SAGE
- Peterson RA (2000). *Constructing Effective Questionnaires.* Sage.
- Quinton S. and Smallbone T. (2006) *Postgraduate Research in business: A Critical Guide* (Sage Study Skills), SAGE
- Robson C (2002). *Real World Research: A resource for social scientists and practitioner- researchers* (Second Edition). Blackwell.
- Robson C (2011). *Real World Research* (3rd edition) John Wiley & Sons
- Saunders. N. K. and Lewis. P. (2011) *Doing Research in Business and management: An Essential Guide to Planning your Project,* FT/ Prentice Hall
- 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.
- Somekh B and Lewin C (2004). *Research Methods in the Social Sciences.* Sage.
- Smith, J.A., & Osborn, M. (2007). *Interpretative phenomenological analysis.* In J.A. Smith J. A. (2007.), *Qualitative psychology: A practical guide to methods*. (2nd edition Sage.
- Smith, J.A., Flowers, P., & Larkin, M. (2009). *Interpretative phenomenological analysis: Theory, method and research*. London: Sage.
- Travers M (2001). *Qualitative Research through Case Studies.* Sage.
- Wilkinson D and Birmingham P (2003). *Using Research Instruments: A Toolkit for Researchers.* Routledge Falmer.
- Wolcott HF (2009). *Writing Up Qualitative Research* (3rd edition). Sage.