

# Prifysgol Wreccsam Wrexham University

## Module specification

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Module Code	BUS6C1
Module Title	Consultancy Project
Level	6
Credit value	30
Faculty	Wrexham Business School
HECoS Code	100078
Cost Code	GABP
Pre-requisite module	N/A

### Programmes in which module to be offered

Programme title	Core/Optional/Standalone
BSc (Hons) Business Management	Core
BSc (Hons) Accounting and Finance	Core
BSc (Hons) Business Management with Foundation year	Core
BSc (Hons) Accounting and Finance with Foundation year	Core
BSc (Hons) Business Management (Top up)	Core
BSc (Hons) Accounting and Finance (Top up)	Core

### Breakdown of module hours

Learning and teaching hours	20 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	16 hrs
<b>Active learning and teaching hours total</b>	<b>36 hrs</b>
Placement hours	0 hrs
Guided independent study hours	264 hrs
<b>Module duration (Total hours)</b>	<b>300 hrs</b>

### Module aims

The aim of the module is for students to demonstrate the application of knowledge and skills gained during the undergraduate programme of study in an independent, self-motivated, enquiring and problem-solving manner. This serves to extend, underpin and enhance learning through the identification of a business/management problem that incorporates theoretical

research, co-production and subsequent analysis leading to conclusions and recommendations that inform real world application.

## Module Learning Outcomes

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

1	Critically evaluate and apply advanced research methodologies and industry-relevant techniques to address complex real-world problems within the project scope.
2	Exhibit effective collaboration and communication skills by engaging with industry partners to integrate professional insights and deliver practical, impactful solutions.
3	Synthesize theoretical knowledge and practical experience to produce a coherent, well-structured presentation of project findings, showcasing originality, critical analysis, and professional competence.

## Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1: Produce a written report which is the equivalent of 2000 words addressing the following:

For the Level 6 consultancy/capstone project, students must clearly define the project goals and research questions, explain and justify their chosen methods, and present key findings with relevant analysis. They will work closely with industry partners to ensure the project addresses real-world challenges and incorporates professional insights. Students should reflect on challenges faced and solutions applied, demonstrating critical thinking and professional skills. The work must connect to wider theory and practice, showing originality and insight.

Assessment 2: Produce a poster that effectively communicates the core elements of the consultancy/capstone project by visually summarizing the goals, methodology, key findings, and industry collaboration. It will highlight the critical insights gained and reflect on the challenges and solutions encountered, demonstrating the student's analytical and professional skills. Designed to engage both academic and industry audiences, the poster will bridge theory and practice, showcasing the project's originality and real-world relevance in a clear, concise, and visually appealing format.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2,	Written Assignment	2,000	80%	N/A
2	3	Presentation	10 minutes	20%	N/A

## Derogations

None

## Learning and Teaching Strategies

The overall learning and teaching strategy is based upon the key principle that students are encouraged to participate in higher education when they are exposed to flexible ways of learning that engage them using innovative and creative pedagogical approaches. To this end People and Culture module applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning. Students will have access to multiple learning opportunities including face to face and online classes (with core and guest lecturers), seminars, access to recorded lectures, lecture notes and handouts and directions to relevant essential and additional reading.

An interactive approach to learning is always maintained and staff will engage students with key issue by drawing on case studies and their practice experiences in the world of business and management. Lectures will be organised around lecture inputs, quizzes, recorded video content, simulation software (where applicable), larger and small group discussions and debates. Face to Face or video mediated appointments can be made with tutoring staff via Microsoft Teams to discuss module content and assignments.

## Welsh Elements

Students have an option to submit the assessments and receive feedback for the module in Welsh. Case studies and contextualised Welsh examples will also be implemented within the module where possible

## Indicative Syllabus Outline

1. Project Proposal and Planning
2. Literature Review and Contextual Analysis
3. Client Engagement and Communication
4. Research Design and Data Collection
5. Data Analysis and Interpretation
6. Solution Development and Strategic Recommendations
7. Project Implementation and Change Management
8. Report Writing and Documentation
9. Presentation and Defence of Project
10. Ethics and Professionalism
11. Reflection and Personal Development
12. Project Review and Future Directions

## Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

### Essential Reads:

Kerzner, H. (2024). *Project Management: A Systems Approach to Planning, Scheduling, and Controlling* (14th ed.). Wiley.

### Other indicative reading:

Creswell, J. W., & Creswell, J. D. (2023). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (6th ed.). SAGE Publications.

Saunders, M. N. K., Lewis, P., & Thornhill, A. (2024). *Research Methods for Business Students* (9th ed.). Pearson.

Turner, J. R. (2023). *The Handbook of Project-based Management: Leading Strategic Change in Organizations* (5th ed.). McGraw-Hill.

## Administrative Information

<b>For office use only</b>	
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