

Prifysgol Wreccsam Wrexham University

Module specification

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Module Code	BUS7E4
Module Title	Project
Level	7
Credit value	60
Faculty	Wrexham Business School
HECoS Code	100079
Cost Code	GABP
Pre-requisite module	No

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MSc Accounting and Finance	Core
MSc Accounting and Finance with Advanced Practice	Core
MSc International Business and Management	Core
MSc International Business and Management with Advanced Practice	Core
MSc International Health Services Management	Core
MSc International Health Services Management with Advanced Practice	Core
MSc Human Resource Management	Core
MSc Human Resource Management with Advanced Practice	Core
MSc Sports Business Management	Core
MSc Sports Business Management with Advanced Practice	Core
MSc International Business and Data Analytics Management	Core
MSc International Business and Data Analytics Management with Advanced Practice	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	10 hrs
Project supervision hours	4 hrs
Active learning and teaching hours total	34 hrs
Placement hours	0 hrs
Guided independent study hours	566 hrs
Module duration (Total hours)	600 hrs

Module aims

This module will enable you to complete an independent project and is designed to provide you with practical opportunities to apply your learning to real business scenarios or new venture opportunities. Using secondary data, you will evidence and apply your research and make informed decisions on business environments and challenges which impact and influence concepts and operations and present considered arguments and solutions within your area of business discipline, demonstrating both academic and professional acumen. This module will allow you to integrate your previous learning and will provide you with an opportunity to apply knowledge and skills, as well as reflect on your strengths for future development.

Module Learning Outcomes

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

1	Explore and identify a suitable topic for research demonstrating a critical awareness on specific business issue/problem.
2	Critically analyse a body of academic and professional literature in relation to the identified specific business issue/problem.
3	Synthesise and critically apply systematic understanding and new insights based on business intelligence.
4	Propose relevant solution(s) through the application of frameworks, models and theories to address the business issue/problem.
5	Write final report and executive summary for presentation to senior managers.

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:

Proposal – recorded presentation (10 minutes/5 slides and 1,600 words)

You are to present a written academic poster, describing the key academic themes of your proposal, and you are to present this poster via a recorded presentation.

Assessment 2:

Written report (6,400 words)

Students can complete a project in the form of a management report or business plan. You will present a written research report, which will enable you to conduct an extended piece of work, where you can undertake an original enquiry within a business area, and critically discuss the relevance of findings, applying evidence and current knowledge and problem solving to business practice.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2	Presentation	1,600	20%	N/A
2	3, 4, 5	Written Assignment	6,400	80%	N/A

Derogations

N/A

Learning and Teaching Strategies

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute as a means of developing critical skills. Supervised learning will be activity based using real world case studies and live examples to apply the theory into practice and develop their decision making and evaluating skills. In addition, students will be encouraged to undertake self-directed study and further research on selected topics to acquire additional perspectives which will provide them with a deeper understanding of the topics covered.

Welsh Elements

Every student has the right to submit written work or examinations in Welsh. All Welsh speaking students have the right to a Welsh speaking tutor. Elements of the Welsh language and culture will be embedded throughout the module where possible, and in line with ESDGC (Education of Sustainable Development and Global Citizenship).

Indicative Syllabus Outline

- Structure and content of the research proposal and project
- The research plan
- The nature and purpose of a literature review
- Understanding secondary data sources
- Sources of information
- Reading techniques
- The role of the supervisor
- Presenting information to a range of audiences

Indicative Bibliography

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

Essential Reads:

Saunders, M.N.K., Lewis, P. and Thornhill, A. (2019), *Research Methods for Business Students*. 8th ed. Harlow: Pearson

Other indicative reading:

Articles and journals specific to your subject of business study can be found by logging into your Wrexham University account: WU Student Portal – Library Catalogue/Resources Finder - Search

Administrative Information

For office use only	
Initial approval date	07/05/2025
With effect from date	01/06/2025
Date and details of revision	Sept 25 - Change from optional to core module June 26 – Additional programmes approved and minor changes to wording for clarity.
Version number	3