

## Module specification

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Module code	BUS6A10
Module title	Business Project
Level	6
Credit value	30
Faculty	Glyndwr University: Faculty of Social and Life Sciences Bloomsbury Institute: School of Business and Accounting
Module Leader	Anna Krajewska
HECoS Code	100078
Cost Code	GAMG

## Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Business Management	Option
BA (Hons) Business Management (Marketing)	Option
BA (Hons) Business Management (Entrepreneurship)	Option
BA (Hons) Business Management (Human Resource Management)	Option
BA (Hons) Business Management [Top-up]	Option
BA (Hons) Business Management (Marketing) [Top-up]	Option
BA (Hons) Business Management (Entrepreneurship) [Top-up]	Option
BA (Hons) Business Management (Human Resource Management) [Top-up]	Option

## Pre-requisites

None

## Breakdown of module hours

Learning and teaching hours	24 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	3 hrs

Learning and teaching hours	24 hrs
<b>Total active learning and teaching hours</b>	<b>273 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	273 hrs
<b>Module duration (total hours)</b>	<b>300 hrs</b>

<b>For office use only</b>	
Initial approval date	8 April 2022
With effect from date	June 2022
Date and details of revision	
Version number	1

## Module aims

The aim of this module is to equip students with the research skills to enable them to critically analyse and evaluate a business topic with a view to providing a range of relevant recommendations on which a business could make informed decisions for improvement. The module seeks to blend the practical and theoretical aspects of business research.

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

1	Produce a research proposal based on a feasible research question of their choice.
2	Apply knowledge and skills gained during the degree to the critical analysis of a complex business management investigative topic of their choice.
3	Evaluate a range of research methods and justify a research strategy/methodology.
4	Apply appropriate research methodology.
5	Critically evaluate, synthesise and apply relevant theoretical frameworks.
6	Draw conclusions and/or propose and present feasible solutions.

## Assessment

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.

**Indicative Assessment 1:** Will take the form of a 1,000 word proposal.

**Indicative Assessment 2:** Will take the form of a 5,500 word dissertation/project report and a 10 minute presentation on aspects of the dissertation/project report (which will include a Q&A).

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
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1	1	Research Proposal	10%
3	2, 3, 4, 5, 6	Project	90%

## Derogations

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None

## Learning and Teaching Strategies

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The module will be completed over one term.

In the term prior to the module starting, students will attend 12 hours of lectures and 12 hours of learning sets.

**Lectures:** Provide a broad outline structure for each topic to be covered. Lectures offer a good way of covering a lot of information and, more importantly, of conveying ideas to many people at once.

**Learning sets:** Provide students with the opportunity to develop their own research ideas (initiated through the lecture) in a group environment, thereby allowing peer input and review.

At the end of the term prior to the module, students will submit a dissertation proposal.

Throughout the project proposal and dissertation/project report completion stage, students are entitled to 3 hours of individual supervision.

**Individual supervision:** Provides students with the opportunity to work on a one-to-one basis with their allocated academic supervisor.

**Student digital literacies** are developed on this module through the use of:

- Online libraries and databases for gaining access to full-text journal articles and eBooks.
- Communication means provided through the VLE and learning technology applications.
- Online group-work, for planning, developing, improving, submitting and reflecting on collaborative work completed as part of the module.
- Assessment and feedback tools such as Multiple Choice Tests/Quizzes, Turnitin and the VLE's Gradebook – enabling timely and detailed feedback on student work.
- Web-based Office 365.

## Indicative Syllabus Outline

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- Research process: aims, tools and techniques
- Ethics in research
- The Research Proposal
- Conducting a Literature Review
- Methodology
- Data collection and analysis
- Structure of the dissertation/project report and writing up

- Presenting the dissertation/project report

## **Indicative Bibliography:**

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

### **Essential Reads**

- Denscombe, M. (2021) *The Good Research Guide: For Small-Scale Social Research Projects*. 7th Edition. Open University Press. McGraw-Hill Education.

### **Other indicative reading**

- Saunders, M.N.K., Lewis, P. & Thornhill, A. (2015) *Research Methods for Business Students*, 7th Edn., Pearson
- Brown, R.B. and Brown, R., (2006) *Doing your dissertation in business and management: the reality of researching and writing*. Sage.

## **Employability skills – the Glyndŵr Graduate**

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Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

### **Core Attributes**

Engaged  
Enterprising  
Creative  
Ethical

### **Key Attitudes**

Commitment  
Curiosity  
Resilience  
Confidence  
Adaptability

### **Practical Skillsets**

Digital Fluency  
Organisation  
Critical Thinking  
Communication