

## Module specification

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Module Code	BUS6B3
Module Title	Business Research Project
Level	6
Credit value	40
Faculty	Faculty of Social and Life Sciences
HECoS Code	100078
Cost Code	GABP

## Programmes in which module to be offered

Programme title	Is the module core or option for this programme
FdA/ BA(Hons) Applied Business with Management	Core
FdA/ BA(Hons) Applied Business with Sustainable Food and Drink Management	Core

## Pre-requisites

N/A

## Breakdown of module hours

Learning and teaching hours	44 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
<b>Total active learning and teaching hours</b>	<b>44 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	356 hrs
<b>Module duration (total hours)</b>	<b>400 hrs</b>

<b>For office use only</b>	
Initial approval date	30/08/2024
With effect from date	30/08/2024
Date and details of revision	N/A
Version number	01

## Module aims

This module is for students to demonstrate the application of knowledge and skills gained during the undergraduate programme of study by developing and implementing a project within a familiar organisation. This approach will extend and enhance the student's confidence and learning, and will develop key business competencies.

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

1	Critically analyse a strategic business issue or opportunity within a business.
2	Critically evaluate the application of business and management theory to strategic business issues or challenges.
3	Select from a range of strategy tools and models to support and critically evaluate the design and development of organisational strategy in practice.
4	Communicate and justify recommendations for a strategic change within a business.

## 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.

Three individual assessments linked to the future strategic direction of an organisation, and a proposed improvement identified by the student.

1. A proposal including a brief overview of the business, an outline of potential issues/opportunities for investigation, rationale for choosing one of the issues/opportunities and a detailed analysis of how the issue/opportunity is to be investigated with potential timescales. (1000 words)

2. A management report detailing the proposed strategic project to be undertaken. The report should include details of the investigation, demonstrating clear links to business and management theory and/or professional practice, and a critical analysis and evaluation of



the results, (or anticipated results), supported by relevant recommendations of how the issue/opportunity could be resolved/implemented. (2500 words)

3. A presentation of the report to a Board level scenario. The presentation should include: an introduction to the organisation, an overview of the strategic opportunity/issue and how it was or could be investigated. The focus of the presentation will be on justifying the recommendations of the report and how they interrelate to the future direction of the organisation. (15 mins)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1	Written Assignment	20
2	2, 3	Coursework	45
3	4	Presentation	35

## Derogations

None

## Learning and Teaching Strategies

This module will be delivered using a combination of face to face lectures, group tutorials and practical exercises, and will utilise the use of case studies and discussion to apply the knowledge. There will be a substantial element of online learning, during which students will consolidate learnings, undertake research for assessments, participate in discussion forums, and work with peers to complete group activities.

## Indicative Syllabus Outline

1. Academic writing skills
2. Managerial roles in strategic planning.
3. An overview of strategy tools and models
4. The strategies for designing and implementing an improvement programme in any business
4. any business
5. Examples of strategic business issues and proposing suitable solutions.
6. The application of strategic thinking
7. Developing strategic practice
8. Strategic planning and implementation
9. Managing and evaluating strategic change.

## Indicative Bibliography:

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

### Essential Reads

Clegg, S., Pitelis, C. N. and Schweitzer, J. (2023), *Strategy: Theory and practice*. London: Sage.

### Other indicative reading

Slack, N., Brandon-Jones, A. and Burgess, N. (2022), *Operations Management*. 10th ed. Harlow: Pearson.

### Websites

[www.managers.org.uk](http://www.managers.org.uk)

### Journals

Journals available at ResourceFinder

## Employability – the University Skills Framework

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Each module and degree programme are designed to support learners as they develop their graduate skills aligned to the University Skills Framework.

Using the philosophies of the Active Learning Framework (ALF) our 10 skills are embedded within programmes complementing core academic subject knowledge and understanding.

Through continuous self-assessment students own their individual skills journey and enhance their employability and career prospects.

This Module forms part of a degree programme that has been mapped against the University Skills Framework.

**The Wrexham University Skills Framework Level Descriptors: An incremental and progressive approach.**

Learners can use this document to identify where and how they are building skills and how they can develop examples of their success.