

Prifysgol Wreccsam Wrexham University

Module specification

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

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MSc International Business Management	Core
MSc International Business and Finance Management	Core
MSc International Marketing Management	Core
MSc International Hospitality and Tourism Management	Core
MSc International Health Services Management	Core
MSc International Human Resource Management	Core
MSc International Business and Data Analytics Management	Core
MSc International Business and Supply Chain Management	Core
MSc International Business Management with Advanced Practice	Core
MSc International Business and Finance Management with Advanced Practice	Core
MSc International Marketing Management with Advanced Practice	Core
MSc International Hospitality and Tourism Management with Advanced Practice	Core
MSc International Health Services Management with Advanced Practice	Core
MSc International Human Resource Management with Advanced Practice	Core
MSc International Business and Data Analytics Management with Advanced Practice	Core
MSc International Business and Supply Chain 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	6 hrs
Active learning and teaching hours total	36 hrs
Placement hours	0 hrs
Guided independent study hours	564 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. 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

Students can complete a project in the form of a management report or business plan.

Indicative Assessment Tasks:

Formative Assessment:

Formative assessment for this module may include end of lesson questions or quizzes, feedback on discussions, shared experiences, self and peer assessments, and marking of draft work where identified.

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 panopto presentation.

Assessment 2: Written report (6,400 words)
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.

A template will be provided for assessments 1 and 2.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2	Presentation	1600	20	NA
2	3, 4, 5	Written Assignment	6400	80	NA

Derogations

None

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
Sources of information
Ethical requirements
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, Philip Lewis, and Adrian Thornhill. Research Methods for Business Students. Eighth edition. Harlow, England: Pearson, 2019. Print. *Available as an e-book via Wrexham University's Resources Finder.*

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	Change from optional to core module from Sept 2025 intake.
Version number	2