

**MODULE TITLE:** Business Project

**MODULE CODE:** CMDBST398

**LEVEL:** 6

**CREDITS:** 40

**TOTAL STUDY HOURS:** 400

**STUDY HOURS  
BREAKDOWN:**

	<b>STUDY HOURS</b>
<b>Lectures/ seminars</b>	48
Directed learning	96
Independent learning	256
<b>Total study hours</b>	<b>400</b>

**PRE-REQUISITES:** Research Methodologies

**EXCLUDED  
COMBINATIONS:**

**MODULE LEADER:** Roger Telfer

**MODULE CONTRIBUTOR(S):**

### **RATIONALE**

This module prepares students to deliver an integrated business project covering areas of strategy, entrepreneurship and change. These could be related to any industry or business area. It enables students to integrate the skills and knowledge acquired from other modules on the programme and develops specific skills in project management and business research. Participants will have the opportunity to investigate and report on current issues facing an organisation(s) with tutorial support from a subject expert on a one-to-one basis.

### **AIMS**

The module aims to introduce and develop the skills needed to conceptualise a problem, make use of available literature, design a research strategy, evaluate, organise, and integrate relevant data (both existing and new), derive useful solutions based on knowledge, and communicate those solutions to clients and colleagues.

The Business Project module enables the student to integrate the knowledge acquired in the taught modules at all levels of the programme. Students will develop the ability to apply that knowledge to the analysis and solution of the kinds of business and management problems that are encountered in the development of a viable and persuasive business proposal. It also develops the skills to communicate proposed solutions and the rationale behind them to an audience of potential investors. It allows the learner to present a plan of action on the basis of the research and speak persuasively with respect to the feasibility of the action and the likelihood of it leading to business success.

## **LEARNING OUTCOMES**

### **UPON SUCCESSFUL COMPLETION OF THE MODULE THE STUDENTS WILL BE ABLE TO:**

LO1: Independently undertake the necessary research and identify, evaluate, design, and critically consider for implementation a viable business proposal project which is supported by a full business plan taken/developed to pre-launch stage

LO2: Undertake the necessary research and identify, evaluate, design and critically consider for implementation a viable business proposal project which is supported by a full business plan taken to pre-launch stage

LO3: Demonstrate a critical understanding and comprehension of the relationship between theory and practice and of the application and synthesis of theory into practice particularly related to the formulation of business projects and planning requirements.

LO4: Apply research skills, critical thinking skills, and critical interpretive and comprehension skills to business, management, organisational or related fields of enquiry and form conclusions and make recommendations on the basis of this activity which are particularly related to the development of a Business Project and Business plan.

## **INDICATIVE CONTENT**

The indicative content of the module includes:-

- Problem identification and research question/hypothesis generation
- Research design and planning research in an ethical manner (protection of human subjects)
- Strategies to enhance the validity of qualitative and quantitative designs
- Descriptive statistics and graphical presentations
- Measurement issues including reliability and validity
- Specific research topic identified by the student and confirmed and agreed with Supervisory staff team and with the agreement of the Research Methodologies tutor

## **LEARNING AND TEACHING METHODS**

**A VARIETY OF TEACHING APPROACHES IS USED, INCLUDING LECTURES, SEMINARS, CASE ANALYSIS AND EXTENSIVE USE OF ELECTRONIC RESOURCES FOR GUIDED RESEARCH.**

## **EMPLOYABILITY SKILLS**

On successful completion of this module, a student will have had opportunities to demonstrate achievement of the following Employability Skills:

- C1: Reading, selecting, analysing and synthesising information from a range of sources
- C2: Producing different types of document
- C3: Participating in discussions
- C4: Making presentations
- LP1: Develop a strategy for using a range of skills to improve own learning and performance
- IT1: Preparing information
- IT2: Processing and presenting information



- IT3: Reviewing the use of information technology  
 LP2: Review and Critically Reflect on Progress  
 LP3: Evaluate overall effectiveness of strategy and present achievements  
 N1: Collecting and recording data  
 N2: Working with data  
 N3: Presenting your findings  
 PS1: Develop a strategy for using skills in problem solving, for a short-term routine problem and a longer term extended problem.  
 PS2: Monitor progress and adapt any problem-solving strategy as necessary to achieve the quality of outcomes required when tackling one complex problem with at least three options.  
 PS3: Evaluate your overall strategy considered in PS2 and consider improvements.  
 S1: Plan personal work schedules  
 S2: Monitor and manage progress on prolonged tasks  
 S3: Review achievement of objectives and the effectiveness of your own self-management skills  
 WWO1: Planning activities with others  
 WWO2: Working towards identified targets

## ASSESSMENT

Component number	Form of assessment	Assessment size	Weighting (%)	Learning outcomes assessed	Core or non-core
1	Individual business project	8000 to 10000 words	100	LO1, LO2, LO3, LO4	Core

## INDICATIVE READING

- Saunders, M, Thornhill, Lewis (2015) *Research Methods for Business Students*, 7<sup>th</sup> ed., Pearson Education.
- Easterby-Smith, M. Thorpe, R, Lowe, A (2018) *Management Research: An Introduction*, (6<sup>th</sup> ed.) Sage Publications Ltd.
- Gill, J and Johnson, P. (2011) *Research Methods for Managers*, (4<sup>th</sup> ed.) Sage Publications Ltd.
- Huberman, AH and Miles, MB (2002). *The Qualitative Researcher's Companion: Classic and contemporary readings*, Sage.
- Jankowicz, A. (2004) *Business Research Projects*, (4<sup>th</sup> ed.) Pearson Education.
- Robson, C. and McCartan, K. (2015), *Real World Research: A resource for social scientists and practitioner- researchers* 4<sup>th</sup> edn. John Wiley and Sons
- Yin, RK (2018), *Case Study Research and Applications: Design and Methods* 6<sup>th</sup> edn. Sage Publications