Module Descriptor

Title	Business Research & Analysis		
Session	2026/27	**Status**	Approved
Code	ACCT11016	**SCQF Level**	11
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	K James		

Summary of Module

This module is designed to equip students with the knowledge and skills to deal effectively with the accounting and finance issues faced by organisations and their finance functions e.g. in the use of data & information for decision-making, planning, and performance measurement.

The module will provide learners with opportunities to develop skills in the analysis of various aspects of modern businesses including business models, environment, value, strategy, financial performance, financing, and cash flow.

The module also aims to develop the research and analytical skills required of modern business professionals and accounting & finance specialists. Students will learn how to frame and solve business case studies and research problems through analysis and presentation of data, synthesis, and critique of findings, and conducting academic literature reviews.

The module has both a practical business analysis component and a theoretical academic research component.

Module Delivery Method	**On-Campus**[1] ☐	**Hybrid**[2] ☒	**Online**[3] ☐	**Work -Based Learning**[4] ☐
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☒ Paisley	☐ Online / Distance Learning ☐ Other (specify)	

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Terms for Module Delivery	Term 1	☐	Term 2	☒	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Demonstrate a critical understanding of different aspects of the global business environment.
L2	Critically analyse and assess information relevant to managing business projects.
L3	Justify the selection of appropriate data analysis methods to achieve research objectives and demonstrate advanced competency in data analysis and literature review.
L4	Identify and analyse the capital structure, financial performance, position, and policy of a business.
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 11** Displaying a critical awareness of current accounting practice, problems, and the underpinnings of financial information generated by organizations. Contemporary developments in the use of information for decision-making, planning, and control. Current environmental and ethical issues in financial management and reporting.
Practice: Applied Knowledge and Understanding	**SCQF 11** Integration of knowledge and understanding from a variety of disciplines to critically evaluate a business plan. Applying a range of techniques of enquiry to demonstrate originality and creativity in managing projects.
Generic Cognitive skills	**SCQF 11** Applying critical analysis, evaluation, and synthesis to contemporary issues in financial and management accounting. Identifying, conceptualising, and defining new abstract problems and issues in accounting and developing original and creative responses to them. Dealing with complex issues and making informed judgments using available data and information.
Communication, ICT and Numeracy Skills	**SCQF 11** Collecting and analysing a range of complex data appropriately (utilizing a range of software and numerical skills). Communicating findings to a range of audiences, using oral and written means.
Autonomy, Accountability and Working with Others	**SCQF 11** Exercising substantial autonomy and initiative in systematically identifying and addressing own learning needs both in current and in new areas, and planning and managing a significant range of secondary source materials as appropriate.

Prerequisites	Module Code	Module Title
	Other	
Co-requisites	Module Code	Module Title

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Laboratory / Practical Demonstration / Workshop	36
Asynchronous Class Activity	30
Independent Study	134
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Punch, K. (Latest Edition). Developing Effective Research Proposals. Sage O'Hare, J. (Latest Edition). Analysing Financial Statements for Non-Specialists. Routledge, Taylor and Francis Group. CIMA, Study Text Papers (Latest Syllabus Editions): E1, E2, F2. KPP Publishing UK or PBB Learning Media. Professional and Academic articles as advised by the module coordinator and relating to module assignments.
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:**

Attendance and participation in timetabled workshop sessions, enagement with pre-class VLE resources to prepare for workshops, submission of assessments by deadline.

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code. Students will normally be required to use standard business software such as Word and Excel as a fundamental part of their course- individual circumstances can be assessed and support provided where students face difficulties in using such software (as below).
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Accounting, Finance & Law**
Overall Assessment Results	☐ **Pass / Fail** ☒ **Graded**
Module Eligible for Compensation	☐ **Yes** ☒ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	School of Business & Creative Industries
Moderator	Mary Fletcher
External Examiner	N Nahar
Accreditation Details	This module will contribute to -Professional Exemption from the Chartered Institute of Management Accountants (CIMA).
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	MD Version 3

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Written case study assignment or consultation: evaluating the business context, financial position, and performance of a case study company. (50%)
Assessment 2
Written research proposal: exploring an interesting research area and its literature, formulating research questions and objectives, and proposing methodology. (50%)
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Written assignment- Case Study Analysis	☒	☒	☐	☒	☐	50%	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Written assignment- Research Proposal	☒	☒	☒	☐	☐	50%	

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	0 hours

Change Control

What	When	Who
NO CHANGES		