Module Descriptor

Title	Honours Project		
Session	2026/27	**Status**	Approved
Code	MARK10017	**SCQF Level**	10
Credit Points	40	**ECTS (European Credit Transfer Scheme)**	20
School	**Business and Creative Industries**		
Module Co-ordinator	K McGowan		

Summary of Module

This Honours Project module will enable you to apply your knowledge and understanding of research or workbased project methodology. Essentially, students will be expected to individually plan, manage, conduct and write up either an independent dissertation or consultancy-based project. You will be supported in this process by an academic supervisor. In completion of a dissertation, the research that you carry out will require you to identify a research problem, devise a programme of research, conduct a review of academic literature, gather data using an appropriate research methodology, and adopt a critical approach to the analysis of that data. Ultimately, your research should result in a set of findings that successfully contributes to an existing body of knowledge relevant to your degree title. Alternatively, in completion of a consultancy-based project you will produce an extensive written report on behalf of an organisation in response to a practical issue that has been identified. This will involve identifying a particular problem area/area of interest in conjunction with the organisation, gathering insights from relevant stakeholders, exploring the problem from a practical point of view, and reporting on your recommendations and/ or the implementation of alternate project solutions.

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	Devise a systematic programme of research appropriate to your degree title which draws upon a particular area of research and/ or organisational issue
L2	Refine the scope of your Honours Project by identifying a suitable aim and objectives before critically reviewing secondary academic literature and/or market research/organisational data pertaining to this area
L3	Gather primary data using appropriate research methods and/or make use of an applicable practical framework in the process of data collection
L4	Adopt a critical approach to analysing and reporting data in order to communicate and present your findings in a coherent manner. Where relevant, implement project solutions and/or provide recommendations
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 10** Developing specialist knowledge and understanding of a selected area of research. Developing a critical understanding of the principal theories and concepts relevant to the selected discipline. Demonstrating knowledge and understanding of the relationship between theory and practice relevant to the chosen discipline.
Practice: Applied Knowledge and Understanding	**SCQF 10** Applying research skills. Planning, conducting, and writing up a significant research project. Retrieving, interpreting and critically analysing secondary information from a variety of sources. Applying a range of appropriate research tools and techniques to the inquiry. Critically evaluating research findings.
Generic Cognitive skills	**SCQF 10** Researching, analysing, and problem-solving in relation to the chosen research project. Evaluating and synthesising data relevant to the research project. Demonstrating some originality and creativity in dealing with professional issues.

Communication, ICT and Numeracy Skills	**SCQF 10** Developing writing skills and ICT and numeracy skills dependent on the topic being researched. Communicating effectively through an extended piece of writing. Presenting and conveying, formally and informally, information regarding the selected area of research. Making effective use of the UWS online library database to gather secondary data. Using software applications (where appropriate) to conduct data collection and analysis and to present documents in an appropriate manner and format.
Autonomy, Accountability and Working with Others	**SCQF 10** Working independently on an extended project. Exercising autonomy and initiative. Building an effective and supportive relationship with the dissertation/project supervisor. Managing complex ethical and professional issues in accordance with current professional and/or ethical codes or practices. Recognising the limits of these codes and seeking guidance where 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. Tutorial workshops are included as part of the learning experience for this module, but the emphasis is on students' self-directed learning/independent working (in conjunction with the assigned academic supervisor) to satisfy the module's Learning Outcomes. These workshops will provide guidance on the dissertation process and structure and guidance on how to deliver practical aspects/outcomes of a consultancy -based project. Importantly, students are expected to demonstrate the capacity for independent problem solving. As the Honours Project is an independent project, the student is responsible for planning, directing and executing their own work in discussion with their supervisor. Tutorial workshops will be scheduled at appropriate points in the academic calendar in alignment with the progression of the Honours Project.	
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)
Tutorial / Synchronous Support Activity	10

Independent Study	390
Please select	
Please select	
Please select	
Please select	
TOTAL	400

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Saunders, M.N.K, Lewis, P. and Thornill, A. (2019) Research Methods for Business Students (8th edn), Harlow, Pearson Education Ltd
(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:** 1. Attend all scheduled tutorial workshops 2. Meet with the appointed supervisor at least ONCE A MONTH from the beginning of the module 3. Submit both progress report forms. Students should also reference the 'BCI Guidance on Implementation of the Revised Student Attendance and Engagement Procedure' which details the School attendance and engagement requirements and how this will be monitored for attendance.

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. To meet the diverse needs of our student body, we are dedicated to adapting learning experiences where required. This personalised one-to-one approach ensures that all students can succeed, regardless of their background or circumstances. By embracing and promoting these principles, we aim to cultivate a learning community where everyone feels valued, supported, and empowered to achieve their full potential.
(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	**Marketing, Innovation, Tourism Events**

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	Marketing, Innovation, Tourism & Events
Moderator	TBC
External Examiner	A Gillani
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Honours Project - The word count will align with the guidance in the Assessment Handbook.
Assessment 2
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**
Project	☒	☒	☒	☒	☐	100	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		

Combined total for all components	100%	hours

Change Control

What	When	Who
Module moved to 25/26 Template	06/03/2025	KM