

## University of the West of Scotland

## Module Descriptor

Session: 2024/25

<b>Title of Module: Business Research &amp; Analysis</b>			
<b>Code: ACCT11016</b>	<b>SCQF Level: 11 (Scottish Credit and Qualifications Framework)</b>	<b>Credit Points: 20</b>	<b>ECTS: 10 (European Credit Transfer Scheme)</b>
<b>School:</b>	School of Business & Creative Industries		
<b>Module Co-ordinator:</b>	Dalia Alazzeah		
<b>Summary of Module</b>			
<p>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 &amp; information for decision-making, planning, and performance measurement.</p> <p>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.</p> <p>The module also aims to develop the research and analytical skills required of modern business professionals and accounting &amp; 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.</p> <p>The module has both a practical business analysis component and a theoretical academic research component.</p>			

<b>Module Delivery Method</b>					
<b>Face-To-Face</b>	<b>Blended</b>	<b>Fully Online</b>	<b>HybridC</b>	<b>Hybrid 0</b>	<b>Work-Based Learning</b>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>See Guidance Note for details.</b>					

<b>Campus(es) for Module Delivery</b>
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The module will <b>normally</b> be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit) (tick as appropriate)						
Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Add name

Term(s) for Module Delivery					
(Provided viable student numbers permit).					
Term 1	<input type="checkbox"/>	Term 2	<input checked="" type="checkbox"/>	Term 3	<input type="checkbox"/>

Learning Outcomes: (maximum of 5 statements)	
At the end of this module, the student will be able to:	
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	Click or tap here to enter text.

Employability Skills and Personal Development Planning (PDP) Skills	
<b>SCQF Headings</b>	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	<p><b>SCQF Level 11</b></p> <p>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.</p>
Practice: Applied Knowledge and Understanding	<p><b>SCQF Level 11</b></p> <p>Integration of knowledge and understanding from a variety of disciplines to critically evaluate a business plan. Applying a range of</p>

	techniques of enquiry to demonstrate originality and creativity in managing projects.	
Generic Cognitive skills	<p><b>SCQF Level 11</b></p> <p>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.</p>	
Communication, ICT and Numeracy Skills	<p><b>SCQF Level 11</b></p> <p>Collecting and analysing a range of complex data appropriately (utilizing a range of software and numerical skills).</p> <p>Communicating findings to a range of audiences, using oral and written means.</p>	
Autonomy, Accountability and Working with others	<p><b>SCQF Level 11</b></p> <p>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.</p>	
<b>Pre-requisites:</b>	Before undertaking this module the student should have undertaken the following:	
	<b>Module Code:</b>	<b>Module Title:</b>
	<b>Other:</b>	
<b>Co-requisites</b>	<b>Module Code:</b>	<b>Module Title:</b>

\*Indicates that module descriptor is not published.

<b>Learning and Teaching</b>	
<b>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.</b>	
<p><b>Learning Activities</b></p> <p>During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:</p>	<p><b>Student Learning Hours</b> (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)</p>

Laboratory/Practical Demonstration/Workshop	36
Independent Study	136
Asynchronous Class Activity	30
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
	Hours Total = 200hrs

**\*\*Indicative Resources: (eg. Core text, journals, internet access)**

The following materials form the 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 the 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, and course-related learning resources, and complete assessments and submit these on time.

**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

<b>Divisional Programme Board</b>	Accounting, Finance, and Law
<b>Assessment Results (Pass/Fail)</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>School Assessment Board</b>	School of Business & Creative Industries
<b>Moderator</b>	Kieran James
<b>External Examiner</b>	N. Nahar
<b>Accreditation Details</b>	This module will contribute to -Professional Exemption from the Chartered Institute of Management Accountants (CIMA).
<b>Changes/Version Number</b>	MD Version 2 24/25

#### Assessment: (also refer to Assessment Outcomes Grids below)

Mid-term written assignment, weighted at 50%. A minimum mark of 39.5% is required to satisfy the aggregate rule. Word Limit is approximately 2,000 (+/-10%) words. End-of-term written assignment, weighted at 50% of the final module mark. A minimum mark of 39.5% must be gained to satisfy the aggregate rule.

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%)

(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.)



**Assessment Outcome Grids (See Guidance Note)**

<b>Component 1</b>							
<b>Assessment Type (Footnote B.)</b>	<b>Learning Outcome (1)</b>	<b>Learning Outcome (2)</b>	<b>Learning Outcome (3)</b>	<b>Learning Outcome (4)</b>	<b>Learning Outcome (5)</b>	<b>Weighting (%) of Assessment Element</b>	<b>Timetabled Contact Hours</b>
Written assignment case study	x	x		x		50%	0

<b>Component 2</b>							
<b>Assessment Type (Footnote B.)</b>	<b>Learning Outcome (1)</b>	<b>Learning Outcome (2)</b>	<b>Learning Outcome (3)</b>	<b>Learning Outcome (4)</b>	<b>Learning Outcome (5)</b>	<b>Weighting (%) of Assessment Element</b>	<b>Timetabled Contact Hours</b>
Written assignment Research proposal	x	x	x			50%	0

<b>Component 3</b>							
<b>Assessment Type (Footnote B.)</b>	<b>Learning Outcome (1)</b>	<b>Learning Outcome (2)</b>	<b>Learning Outcome (3)</b>	<b>Learning Outcome (4)</b>	<b>Learning Outcome (5)</b>	<b>Weighting (%) of Assessment Element</b>	<b>Timetabled Contact Hours</b>
<b>Combined Total for All Components</b>						<b>100%</b>	<b>0 hours</b>

Version Number: MD Template 2 (2024-25)