



Module Descriptor

Title	Strategic Business Project		
Session	2025/26	Status	
Code	BUSN11076	SCQF Level	11
Credit Points		ECTS (European Credit Transfer Scheme)	60
School	Business and Creative Industries		
Module Co-ordinator	Melissa Kerr		

Summary of Module

This module is designed to develop the research skills, knowledge and confidence in designing, developing, compiling and delivering strategic business projects. The student will investigate and produce recommendations in a practical business project.

In the second trimester of attendance, students will be enrolled in the Professional Management and Research Skills module and participate in a series of workshops which will equip them with knowledge and understanding of a range of business research methods and techniques. At the end of the module students will submit their indicative research proposal as part of the assessments and there will normally be an opportunity for both peer and academic staff feedback, which will help in developing a coherent strategic business project.

In the following trimester students undertake the data collection and write up their the dissertation. The learning sets will continue to provide support and encouragement as well as providing a forum for sharing information and skills. During this dissertation-writing stage, students can expect to normally have 43 hours of direct and indirect support on an individual basis with the appointed Supervisor.

The submitted dissertation should be approximately 10,000 - 12,000 words (excluding appendices). Submission is via a specific Turnitin hyperlink created by the Module Coordinator, unless a hard copy is specifically requested.

Module Delivery Method	On-Campus¹	Hybrid²	Online³	Work -Based Learning⁴
	☒	☒	☒	☐

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

Campuses for Module Delivery	☐ Ayr		☒ Lanarkshire		☒ Online / Distance Learning	
	☐ Dumfries		☒ London		☒ Other (specify)	
			☒ Paisley			
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	Critically evaluate research approaches and methods in the context of business and management.
L2	Critically evaluate the rigour and validity of published research and scholarship and identify areas for further investigation
L3	Gather relevant data, apply appropriate data analysis techniques and present the findings of the analysis in a clear and professional manner
L4	Plan and design an MBA dissertation in a relevant business area
L5	Demonstrate a high level of competence in undertaking and producing a strategic business project in a clear, logical and professional manner

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
Practice: Applied Knowledge and Understanding	SCQF 11
Generic Cognitive skills	SCQF 11
Communication, ICT and Numeracy Skills	SCQF 11
Autonomy, Accountability and Working with Others	SCQF 11

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	Student Learning Hours
During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	(Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	15
Tutorial / Synchronous Support Activity	30
Asynchronous Class Activity	15
Independent Study	540
Please select	
Please select	
TOTAL	600

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Wilson, A. (2010) Essentials of Business Research. Sage. London David E Gray (2017), Doing research in the real world (4th ed), Sage Publications Ltd, London Students will have access to UWS library facilities so that core texts will be supplemented by case studies, academic journal articles and bespoke on-line resources (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:

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.

(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	Management, Organisations People
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	MOP
Moderator	Kwasi Danquah
External Examiner	
Accreditation Details	
Module Appears in CPD catalogue	☐ Yes ☐ No
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Portfolio
Assessment 2
Essay
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
	☒	☒	☒	☒	☒	100	60

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%	40 hours

Change Control

What	When	Who