Module Descriptor

Title	Strategic Business Project		
Session	2026-2027	**Status**	Approved
Code	BUSN11076	**SCQF Level**	**SCQF 11**
Credit Points	60	**ECTS (European Credit Transfer Scheme)**	30 (European Credit Transfer Scheme)
School	**Business and Creative Industries**		
Module Co-ordinator	Dr Sahar Siami (Scotland, TNE and DL) Dr Melissa Kerr (London)		

Summary of Module

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 for a practical business project.

At the latter part of the diploma stage, the student will be required to write and submit a project proposal. Upon satisfactory proposal, each student is allocated a suitable supervisor with whom they communicate directly throughout the Master's stage.

In consultation with the supervisor, students will get ethical approval to collect data and write their 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 an agreed number of hours of direct and indirect support on an individual basis with the appointed Supervisor.

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

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) TNE Partners	

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** Demonstrating an extensive, detailing and critical knowledge of the literature relevant to the chosen topic. Critical understanding of a range of specialised theories, principles and concepts relevant to the chosen topic. Displaying an awareness of current issues relevant to the topic and related areas

[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

Practice: Applied Knowledge and Understanding	**SCQF 11** Applying a significant range of skills, techniques and practices associated with the relevant subject area Critically evaluating research and a variety of types of information and evidence Applying an appropriate research strategy to the selection and distillation of relevant information from a wide range of sources and a large body of knowledge Analysing, evaluating and interpreting evidence and theory underpinning both general management practice and the relevant subject area of the project
Generic Cognitive skills	**SCQF 11** Demonstrating the ability to recognise problems in the workplace and identifying suitable means to respond to and manage them effectively More specifically, using appropriate research and consultancy methods and techniques of enquiry to investigate a practical issue/problem Critically reviewing, consolidating and extending knowledge, skills, practices and thinking in the discipline
Communication, ICT and Numeracy Skills	**SCQF 11** Further developing academic writing skills, including appropriate acknowledgement and referencing sources Using appropriate software to support and enhance analysis and presentation of quantitative and qualitative information Communicating with a range of audiences and adapting the communication to the context and purpose
Autonomy, Accountability and Working with Others	**SCQF 11** Demonstrating effective consultancy and project management skills Interact with supervisor in an effective manner Demonstrating ability to self-manage time and resources Working in ways that are reflective, self-critical and based on research/evidence

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. For this 60-credit module, it is expected that students will spend a total of 600 notional student hours on the whole MBA Project journey. This will include an agreed number of hours of direct and indirect support of one-to-one and/or group supervision by their nominated supervisor (at sessions to be mutually agreed); however, most of the effort and time on this final, capstone module is an independent study.

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)
n/a	Mix of supervision and independent study, to be agreed between student and supervisor within UWS guidance
Please select	
Please select	
Please select	
Please select	
Please select	
TOTAL	600

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Creswell, J.W. and Creswell, J.D. (2017) Research design: Qualitative, quantitative, and mixed methods approaches. Thousand Oaks, CA. Sage. Gray, D.E. and Jensen, E.A. (2024) Doing research in the real world. 6th edn. London. Sage. Saunders, M.N.K., Lewis, P. and Thornhill, A. (2023) Research methods for business students. 9th edn. Harlow. Pearson. Sekaran, U. and Bougie, R. (2017) Research methods for business: A skill-building approach. 7th edn. Chichester. Wiley. Wilson, A. (2014) Essentials of business research. 2nd edn. London. Sage. and Materials on VLE
(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 attending and participating in all timetabled programme activities including on-campus and online teaching sessions, asynchronous online learning activities, placement, work-based elements, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:**

For on-campus programmes, regular meetings (eg once a month) with the supervisor should be face-to-face on-campus. For Distance Learning students, supervisory meetings should be regular also and held online, as agreed with the supervisor.

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	**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	Management: Operations & People
Moderator	S Ahammad
External Examiner	D Bolton
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
100% Dissertation/Project report/Thesis
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**
	☒	☒	☒	☒	☒	100	Agreed with supervisor in line with UWS guidance.

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
Changes to contact hours content and other amendments to make content clearer.	November 2025	Ron Livingston