**Module Descriptor**

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|---|---|---|---|
| **Title** | Strategic Business And Management Project | | |
| **Session** | 2026/27 | **Status** | Approved |
| **Code** | BUSN10071 | **SCQF Level** | 10 |
| **Credit Points** | 20 | **ECTS (European Credit Transfer Scheme)** | 10 |
| **School** | **Business and Creative Industries** | | |
| **Module Co-ordinator** | P McGuire | | |

**Summary of Module**

The project is the culmination of the pre-masters programme and will draw on the students' learning over the course of the programme. The project is studied independently with the assistance of a supervisor and is a chance for you to academically pursue an area of interest in Business and Management and the degree you want to choose after your premaster. Projects can take a range of formats such as empirical research, an improvement project or a systematic review. The Project requires you to put into practice a range of skills developed over the course of the programme such as searching and critically reviewing national and international literature, applying theoretical frameworks, research design and ethics, data collection (qualitative, quantitative and mixed), data analysis, research writing and dissemination.

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

| **Terms for Module Delivery** | Term 1 | ☒ | Term 2 | ☒ | Term 3 | ☐ |
|---|---|---|---|---|---|---|

[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

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| **Long-thin Delivery over more than one Term** | Term 1 – Term 2 | ☐ | Term 2 – Term 3 | ☐ | Term 3 – Term 1 | ☐ |

| **Learning Outcomes** | |
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| **L1** | Identify a suitable project, plan and negotiate within an appropriate context. |
| **L2** | Demonstrate knowledge of relevant literature through structured argument. |
| **L3** | Critically evaluate data from primary and/or secondary sources |
| **L4** | Present appropriate conclusions and recommendations (including an implementation plan where appropriate). |
| **L5** | N/A |

| **Employability Skills and Personal Development Planning (PDP) Skills** | |
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| **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**<br>Developing specialist knowledge and understanding of an area of research. |
| **Practice: Applied Knowledge and Understanding** | **SCQF 10**<br>Applying research skills to execute the aims and objectives of the research. |
| **Generic Cognitive skills** | **SCQF 10**<br>Researching, analysing, evaluating and problem-solving in relation to the chosen research project. |
| **Communication, ICT and Numeracy Skills** | **SCQF 10**<br>Writing skills and ICT and numeracy skills dependant on the topic being researched. |
| **Autonomy, Accountability and Working with Others** | **SCQF 10**<br>Working independently on an extended project. |

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

| **Learning and Teaching** |
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| 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.<br><br>Learners will be expected to work through a series of scheduled formative activities which will enable them to develop and produce draft outlines of key chapters which will ultimately contribute to the process of producing their project to the required standard. Learners will be supported by a designated supervisor who will provide formative feedback and further guidance related to the formative tasks throughout the project process; discussion, as a |

means of seeking out and/or facilitating peer support, will also form part of the overall approach to teaching and learning on this module.

The project module is structured around key themes associated with:-

* Choosing a Research Topic

* Research Question and Aims

* Conducting a Review of Literature

* Data Collection / Case study analysis

* Data Analysis (If appropriate)

* Writing Findings and Conclusions

Students will discuss with their supervisor the validity of their project ideas and present a project proposal which must be business and management in nature.

| **Learning Activities**<br>During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below: | **Student Learning Hours**<br>(Note: Learning hours include both contact hours and hours spent on other learning activities) |
|---|---|
| Lecture / Core Content Delivery | 6 |
| Tutorial / Synchronous Support Activity | 30 |
| Independent Study | 164 |
| Please select | |
| Please select | |
| Please select | |
| **TOTAL** | 200 Hours Total |

**Indicative Resources**

**The following materials form essential underpinning for the module content and ultimately for the learning outcomes:**

Research methods for business students.

Saunders, M. N. K.; Lewis, Philip, 1945-;Thornhill, Adrian.

Harlow : Pearson, 2023. 9th ed. / Mark N.K. Saunders, Philip Lewis, Adrian Thornhill.

Research methods for business : a skill-building approach / Uma Sekaran and Roger Bougie.

Bougie, Roger, author.; Sekaran, Uma, author.

Hoboken, NJ : John Wiley & Sons, Inc., 2020 8th ed

Details of further resources, including textbooks, journals and online resources will be identified at the beginning of each delivery in the module handbook and made available via VLE

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| **(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** |
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| **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.**<br><br>**For the purposes of this module, academic engagement equates to the following:**<br><br>Attending all lectures, tutorials/workshops and attendinbg as required supervisor meetings as directed by academic staff. |

| **Equality and Diversity** |
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| **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**

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|---|---|
| **Divisional Programme Board** | **Management, Organisations People** |
| **Overall Assessment Results** | ☐ **~~Pass / Fail~~** ☒ **Graded** |
| **Module Eligible for Compensation** | ☐ **Yes** ☒ **No**<br>**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, Organisations People |
| **Moderator** | E Pershina |
| **External Examiner** | H Amar |
| **Accreditation Details** | N/A |
| **Module Appears in CPD catalogue** | ☐ **Yes** ☒ **No** |
| **Changes / Version Number** | 2.00 |

| **Assessment (also refer to Assessment Outcomes Grids below)** |
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| **Assessment 1** |
| Presentation/Viva on the contents of the report (20%) |
| **Assessment 2** |
| Submission of a 4000 word project. (80%) |
| **Assessment 3** |
| N/A |

(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** |
| **Presentation** | ☒ | ☒ | ☒ | ☒ | ☐ | 20 | 0 |

| **Component 2** | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Assessment Type** | **LO1** | **LO2** | **LO3** | **LO4** | **LO5** | **Weighting of Assessment Element (%)** | **Timetabled Contact Hours** |
| Project | ☒ | ☒ | ☒ | ☒ | ☒ | 80 | 0 |

| **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 Descriptor updated, change in Mc and moderator. Change in student contact hours to 36 hours. Programme board and subject panel changed from MITE to MOP. reading list updated. Assessment split into two components of Project 80% and Presentation/viva 20% | 19/08/2025 | P McGuire |
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