University of the West of Scotland

Module Descriptor

Session: 2022/23

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Title of Module: Strategic Business and Management Project

Code: BUSN10071	SCQF Level: 10 (Scottish Credit and Qualifications Framework)	Credit Points: 20	ECTS: 10 (European Credit Transfer Scheme)
School:	School of Business & Creative Industries		
Module Co-ordinator:	Shehzad Ahmed		

Summary of Module

The dissertation is the culmination of the pre-masters programme and will draw on the students' learning over the course of the programme. The dissertation 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. Dissertations can take a range of formats such as empirical research, an improvement project or a systematic review. The dissertation 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					
Face-To-Face	**Blended**	**Fully Online**	**HybridC**	**HybridO**	**Work-based Learning**
✓					

Face-To-Face
Term used to describe the traditional classroom environment where the students and the lecturer meet synchronously in the same room for the whole provision.

Blended
A mode of delivery of a module or a programme that involves online and face-to-face delivery of learning, teaching and assessment activities, student support and feedback. A programme may be considered "blended" if it includes a combination of face-to-face, online and blended modules. If an online programme has any compulsory face-to-face and campus elements it must be described as blended with clearly articulated delivery information to manage student expectations

Fully Online
Instruction that is solely delivered by web-based or internet-based technologies. This term is used to describe the previously used terms distance learning and e learning.

HybridC
Online with mandatory face-to-face learning on Campus

HybridO
Online with optional face-to-face learning on Campus

Work-based Learning
Learning activities where the main location for the learning experience is in the workplace.

Campus(es) for Module Delivery

The module will **normally** be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit)

Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:

✓		✓		

Term(s) for Module Delivery

(Provided viable student numbers permit).

Term 1		Term 2		Term 3	

Learning Outcomes: (maximum of 5 statements)

On successful completion of this module the student will be able to:

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).

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 Level 10. Developing specialist knowledge and understanding of an area of research.
Practice: Applied Knowledge and Understanding	SCQF Level 10. Applying research skills to execute the aims and objectives of the research.
Generic Cognitive skills	SCQF Level 10. Researching, analysing, evaluating and problem-solving in relation to the chosen research project.
Communication, ICT and Numeracy Skills	SCQF Level 10. Writing skills and ICT and numeracy skills dependant on the topic being researched.
Autonomy, Accountability and Working with others	SCQF Level 10. Working independently on an extended project.

Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	Module Title:
	Other:	
Co-requisites	Module Code:	Module Title:

* Indicates that module descriptor is not published.

Learning and Teaching

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 dissertation 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 dissertation

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 dissertation module is structured around key themes associated with:-

Choosing a Research Topic * Research Question and Aims * Conducting a Review of Literature * Data Collection * Data Analysis and Writing Findings and Conclusions *

Participants carry out the implementation of the research plan, revising the review of literature, analysing data, identifying findings, developing conclusions and recommendations. Finally, individuals will be expected to conclude the write-up of their study and to prepare the dissertation for submission.

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

Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	Student Learning Hours (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
Laboratory/Practical Demonstration/Workshop	6
Independent Study	176
Tutorial/Synchronous Support Activity	18
	200 Hours Total

**Indicative Resources: (eg. Core text, journals, internet access)
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Saunders, M.; Lewis, P. and Thornhill, A. (2016), Research Methods for Business Students, 6th edition, London: Pearson Education Limited.   Sekaran, U and Bogie, R. (2016), A Skill Building Approach, 7th edition, John Willey and Sons 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)

Engagement Requirements
In line with the Academic Engagement Procedure, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on the relevant learning platform, and complete assessments and submit these on time. Please refer to the Academic Engagement Procedure at the following link: Academic engagement procedure

Supplemental Information

Programme Board	Marketing, Innovation, Tourism & Events
Assessment Results (Pass/Fail)	No
Subject Panel	Marketing, Innovation Tourism and Events
Moderator	Lorraine Quinn
External Examiner	TBC
Accreditation Details	
Version Number	1.01

Assessment: (also refer to Assessment Outcomes Grids below)

This module comprises 100% continuous assessment. The module assessment is based solely on the submission of a 4000 words dissertation/project/thesis.

(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 Handbook.)

Assessment Outcome Grids (Footnote A.)

Component 1

Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Dissertation/ Project report/ Thesis	✓	✓	✓	✓	100	0
Combined Total For All Components					100%	0 hours

Footnotes
A. Referred to within Assessment Section above
B. Identified in the Learning Outcome Section above

Note(s):
1. More than one assessment method can be used to assess individual learning outcomes.
2. Schools are responsible for determining student contact hours. Please refer to University Policy on contact hours (extract contained within section 10 of the Module Descriptor guidance note).
   This will normally be variable across Schools, dependent on Programmes &/or Professional requirements.

Equality and Diversity

The Equality, Diversity and Human Rights policy underpins student engagement. We aim to make UWS a fair and equal place to study an institution which addresses specific issues covering all aspects of equality, diversity and human rights. Where required module assessment will be adapted to meet student requirements.

https://www.uws.ac.uk/about-uws/uws-commitments/equality-diversity/

UWS Equality and Diversity Policy

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)