

Module Code:	BUS584
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Module Title:	Work Based Project 2
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Level:	5	Credit Value:	40
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Cost Centre(s):	GAMG	<u>JACS3</u> code:	N100
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School:	Social & Life Sciences	Module Leader:	Sarah Evans
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Scheduled learning and teaching hours	60 hrs
Guided independent study	340 hrs
Placement	0 hrs
Module duration (total hours)	400 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons) Business	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BA (Hons) Accounting & Finance	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BA (Hons) Hospitality, Tourism & Event Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BA (Hons) Human Resource Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BA (Hons) Marketing	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BSc (Hons) Financial Technology Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FdA Business (Part-time)	<input checked="" type="checkbox"/>	

Pre-requisites
None

Office use only

Initial approval: 29/06/2018	Version no: 2
With effect from: 24/09/2019	
Date and details of revision: 17.09.18 – change of module leader and minor reduction of word count.	Version no: 2
Revised October 2020 – modified Module Aims for accreditation at HKIT	Version no: 3

Module Aims

The module aims: to provide a framework for students to specialise in the subject area of their chosen pathway in BA (Hons) Business, BA (Hons) Accounting & Finance and BA (Hons) Hospitality, Tourism and Event Management, BA (Hons) Human Resource Management, BA (Hons) Marketing and BSc (Hons) Financial Technology Management programme and to engage the students in small scale research project with literature review and critiques that is relevant to their chosen pathway or career. The work undertaken in this module should support students' career progression and promote professional learning in either business, accounting & finance, and HTEM, HRM, Marketing and Financial Technology related areas. All approaches require the demonstration of advanced personal study on a negotiated topic, which has been approved by, and will be supervised by, a relevant course tutor. Students will develop a firm understanding of current research and developments within and between sectors using local, regional, national, European and other relevant international perspectives. This module will also enable students to gain knowledge and understanding of the well-established principles and research in their subject areas of chosen pathway for the programme titles outlined above and of the way in which those principles and research have developed and are applied in a practical way.

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

At the end of this module, students will be able to		Key Skills	
1	Examine the principles, theories and research which underpin business practice	KS1	KS4
		KS2	KS5
		KS3	KS6, KS9
2	Evaluate arguments in business using ideas and research at the forefront of business practice.	KS1	KS4
		KS2	KS5, KS6
		KS3	KS9, KS10
3	Demonstrate an appreciation of the applications for their accrued knowledge in the modern business environment	KS1	KS4
		KS2	KS5, 6
		KS3	KS9, KS10
4		KS1	KS4
		KS2	KS5, 6

	Complete a work-based project and to demonstrate support and rationale for the purpose, research methods and subsequent outcomes of the project.	KS3	KS9, KS10
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Transferable skills and other attributes

- ability to collaborate and plan
- contribute proactively
- display data effectively using a variety of methods
- study, writing, IT skills
- communication skills
- meet objectives

Derogations

None

Assessment:

Indicative Assessment Tasks:

Indicative Assessment One:

A formal research proposal is required which will focus on the subject area of student's corresponding programme. The proposal of the work based issue/problem to be investigated by the student. The topic area must be agreed by the module leader and supervisor. The proposal should include a description of the project. An overview of the issue/problem to be investigated. A detailed analysis of how the issue/problem is to be investigated and the likely timescales.

Indicative Assessment Two:

Final project report incorporating the problem statements, background, introduction, literature search and review, methodology, data analysis, findings and conclusion.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1 ,2	Research Proposal	30%	N/A	1500
2	3, 4	Report	70%	N/A	5000

Learning and Teaching Strategies:

This module covers two trimesters. In trimester one there will be a formal weekly lecture on research methods and data analysis techniques.

Lectures will be provided to students digitally, a minimum of three working days before the classroom tutorials. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises.

The module is embedded within the values and practices espoused in the Glyndŵr University's Teaching and Learning and Assessment strategy whereby students are encouraged to take responsibility for their own learning and staff facilitate the learning process, with the aim of encouraging high levels of student autonomy in learning and the capacity to apply it within the wider environment.

Students will be required to select project topics that reflect their programme route, specialisms and area of career interest that has the potential to serve as a reference for the student. Teaching content will also cover the critical issue of access to data.

In addition students will attend individual supervision sessions, to enable academic staff to effectively manage progression, prior to submission of the research proposal in place of lectures. Additional tutorials may be provided and will be tailored to the needs of students as they progress with the project and may include IT skills, data analysis and drawing conclusions. Throughout the study period the individual supervision sessions continue to provide in-depth support, monitor progression, provide guidance and feedback to effectively meet student needs in the completion of the project.

Syllabus outline:

The topics covered in the unit will include

1. Work-based learning specification, planning, resource analysis.
2. Project or work-based activity management
3. Research and investigation
4. Analysis and evaluation.
5. Drawing conclusions
6. Presentation of recommendations, designs, reports, etc.
7. Reflective practices.

Indicative Bibliography:

Essential reading

Helyer, R. (2015) The work-based learning student handbook. Palgrave Macmillan, Basingstoke

Wilson, J. (2014) Essentials of Business Research: A Guide to Doing Your Research Project, 2nd Edn., Sage Publications, London.

Other indicative reading

Bassot, B. (2016) The Reflective Journal, Palgrave Macmillan, Basingstoke

Brett-Davies, M. and Hughes, N. (2014) Doing a Successful Research Project: Using Qualitative or Quantitative Methods, 2nd. Ed., Palgrave Macmillan, Basingstoke.

Other indicative reading recommended by the supervisor according to the individual needs of the project.

Journals

International Journal of Organizational Analysis

Journal of Mixed Methods Research

Organizational Research Methods

Harvard Business Review

Website

www.managers.org.uk – Chartered Management Institution