1. **Title of the module**

BUSN7550 (CB755) Business Management Project

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 6

1. **The number of credits and the ECTS value which the module represents**

30 credits (15 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn and Spring

1. **Prerequisite and co-requisite modules**

BUSN3120 Introduction to Management. Pass rate 55% in stage 2

(Pre-requisites not applicable to students on the BA Business Top-up programme)

1. **The programmes of study to which the module contributes**

BSc Management and associated programmes

BA Business Top-up

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 recognise business problems and prioritise the need for solutions to these problems;

8.2 integrate the key concepts, theories and issues in business and management and appreciate the interdisciplinary nature of the field;

8.3 apply the knowledge from 8.2 above to frame a business problem and devise and execute a research project to address this;

8.4 critically analyse, synthesise, interpret and evaluate data and information in a business and management context.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 work autonomously on a substantive piece of research;

9.2 show initiative in developing an advanced research agenda;

9.3 work in interdisciplinary areas and draw on current research in adjacent disciplines;

9.4 engage with current literature to develop novel ideas;

9.5 communicate complex information, ideas, problems and solutions effectively in writing;

9.6 communicate complex information, ideas, problems and solutions orally in a presentation setting.

1. **A synopsis of the curriculum**

This module will allow students to work on a substantive piece of research which will allow them to frame and prioritise real business problems using well known fields and frameworks within academic business and management disciplines.

• Developing important research questions in the area of business and management

• Literature search and review

• Understanding different research designs used in business and management research projects

• Collection, use and analysis of secondary and primary data

• Developing Analytical and Critical Thinking in using theory and data to frame and address business and management problems

• Preparing and structuring the Business/Consultancy Project

• Referencing, Citations and Developing writing skills

• Communication and Presentation skills

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Blumberg, B., Cooper, D.R. and Schindler, P.S. (2011) *Business Research Methods*, 3rd Edn., New York: McGraw Hill

Bryman, A. and Bell, E. (2006) *Business Research Methods*, Oxford: Oxford University Press

Saunders, M., Lewis, P., & Thornhill, A. (2016). *Research Methods for Business Students*, 7th Edn. Harlow: Pearson.

Weyers, J. and McMillan, K. (2007) *How to Write Dissertations and Project Reports*, London: Prentice Hall

1. **Learning and teaching methods**

Total contact hours: 20

Private study hours: 280

Total study hours: 300

1. **Assessment methods**
   1. Main assessment methods

Progress Report (1000 words) (10%)

Individual presentation (10%)

Individual Report (8000 – 10000 words) (80%)

13.2 Reassessment methods

Reassessment Instrument: 100% project

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* | *9.6* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |
| *Private Study* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |
| *Lectures/workshops* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Supervision* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |
| *Progress Report* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |
| *Individual Presentation* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Individual Report* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

Students are encouraged to draw on international case studies and journal articles as part of the research in developing the business/consultancy project proposal and project and to relate international theories and concepts in the preparation and development of the project relating to the global aspect of business and management.

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**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
| 07/01/2019 | Minor | September 2019 | 1,6,7,11,13,14 | No |
|  |  |  |  |  |

Revised FSO Jan 2018