1. **Title of the module**

BUSN5021 (CB5021) Research and Consultancy Methods

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 5

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

15 credits (7.5 ECTS)

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

This module is to be taught as part of the new Chartered Manager Degree Apprenticeship which will be delivered by a part-time blended learning approach.

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

None

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

BSc Management associated with Chartered Manager Degree (Level 6), Operations/Departmental Manager (Level 5) and Junior Management Consultant (Level 4)

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

8.1 apply research methods knowledge and skills with originality in situations of a professional nature;

8.2 search for, retrieve, select and critically evaluate information - especially published literature in books, journals and web resources - to support research and consultancy objectives;

* 1. critically evaluate various research approaches, methods and techniques for their chosen topic of further study/research, or to assist in organisational problem solving via a consultancy intervention;
  2. discuss the ethical and practical issues and implications of undertaking research and or consultancy based applied projects;
  3. develop a research proposal within a team environment and in a scholarly style appropriate to dissertations and projects at undergraduate level; or to develop a tender specification for a client

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

9.1 analyse problems/questions and take steps needed to find solutions/answers;

* 1. plan and organise their time and activities effectively to deliver outputs;
  2. acquire and utilise data, tools, techniques and resources required for producing outputs effectively for meeting goals and objectives;
  3. demonstrate effective performance within a team environment and the ability to recognise and utilise others’ contributions in a group process

1. **A synopsis of the curriculum**

This module introduces students to the nature of research and the business consultancy processes involved in carrying out research and consultancy in an area of management, technology and enterprise. The module prepares students for their respective independent research work in an organisational or industry context; and for undertaking management interventions in the workplace.

Indicative topics may include:

* Nature of research - what is it and who cares?
* Research approaches, Philosophy of thinking and claims; and key methodologies of research.
* Research and consultancy project designs and methodologies (case study, survey, etc):
* Data collection and analysis
* Formulating research & consultancy aim(s) and objectives;
* Nature of consultancy and consultancy approaches/interventions;
* Role of management consultancy;
* Research proposal and tender writing, research ethics and project planning.
* The management consulting process;
* Strategy problem solving skills;
* Client engagement;

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

Saunders, M., Lewis, P., & Thornhill, A (2015). *Research Methods for Business Students*. 7th ed. London: Financial Times Prentice Hall

Wickham, L. and Wilcock, J., (2016). *Management Consulting 5th edn: Delivering an Effective Project*. Pearson Higher Ed.

1. **Learning and teaching methods**

The total study time for this module is 150 hours incorporating online e-learning, work-based experience and private study

Teaching is delivered as a blended learning approach. VLE-delivered E-activities, VLE-delivered practicals and work activities serve to reinforce material presented online and also relate directly to the learning objectives. These are specifically based on enabling students to relate their theoretical knowledge to the workplace in a variety of industries.

Work-based experience serves to reinforce and provide real-life context to the material being delivered in the module.

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

Group report – 1500 words (20%)

Individual Research Proposal or Consultancy Tender (4000 words) (80%).

13.2 Reassessment methods

Reassessment Instrument: 100% coursework*.*

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* | *8.5* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |
| Private Study | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |
| Teaching | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Work based experience |  |  |  |  |  | **x** | **x** | **x** | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |
| Group analytical case study report | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Individual research proposal | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |
| **OR**  Individual consultancy tender document | **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**

Medway

1. **Internationalisation**

Examples in Lectures and Seminars will incorporate material from UK, Europe and beyond. The assessment enables students to select a context that can be in any part of the world. The European Commission, World Bank, Inter-American Bank will be used as sources of material to ensure an Internationalisation context for students.

**FACULTIES SUPPORT OFFICE USE ONLY**

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
|  |  |  |  |  |
|  |  |  |  |  |