MODULE SPECIFICATION

1. **Title of the module**
   Consultancy Project (double) – PRSN5104

2. **School or partner institution which will be responsible for management of the module**
   Pearson College London

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

4. **The number of credits and the ECTS value which the module represents**
   30 credits (15 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**
   This module can be run in any term: Autumn, Spring or Summer

6. **Prerequisite and co-requisite modules**
   None

7. **The programmes of study to which the module contributes**
   - BA (Hons) Business Management - option module
   - BA (Hons) Business Management with Finance - option module
   - BA (Hons) Business Management with Global Industries - option module
   - BA (Hons) Business Management with Law - option module
   - BA (Hons) Business Management with Marketing - option module
   - BA (Hons) Applied Business Management - core module

8. **The intended subject specific learning outcomes.**
   
   On successfully completing the module students will be able to:
   
   8.1 Identify and define problems or opportunities which require a justifiable and substantial level of structured research activity.
   
   8.2 Critically review information which is appropriate to the issue identified in order to further understand the situation they are investigating.
   
   8.3 Devise a justified research methodology (research methods, data collection, data analysis) suitable to the research context in order to achieve the research objectives set.
   
   8.4 Objectively and effectively present research data.
   
   8.5 Interpret research data gathered on the problem or opportunity and use academic literature where appropriate.
   
   8.6 Discuss the implications of the research findings and make appropriate recommendations in light of the identified problem or opportunity.
9. **The intended generic learning outcomes.**

On successfully completing the module students will be able to:

9.1 Apply research and basic project management skills.

9.2 Plan, manage and complete a substantial piece of work.

9.3 Effectively and appropriately communicate arguments which justify their decisions made throughout a research project, and appropriate, supported recommendations.

9.4 Demonstrate a detailed understanding of a variety of sources of information and data, including those typically used in business contexts, and an ability to evaluate their relevance and applicability to a project.

9.5 Work independently, and devise and complete relevant tasks with limited supervision and respond professionally and constructively to feedback.

9.6 Apply analysis of information and data to contemporary business contexts or issues and identify opportunities and challenges including any ethical issues.

9.7 Communicate and present both orally and in writing or other formats, in a professional manner.

10. **A synopsis of the curriculum**

**Module Aims**

This module aims to allow students to independently identify problems, opportunities or issues that require structured research activity in order to draw significant conclusions/recommendations, in the form of a consultancy project, in greater depth than possible in the 15 credit version of this module. The module will allow students to identify problems or opportunities within a professional context in order to frame their work as well as provide significant depth to the issues at hand. Students will be expected to use appropriate research methods, data collection, and analysis methodologies appropriate to the issues they identify.

The project will facilitate learners acting in a consultancy role for an organisation of their choice.
Overview of syllabus

Major components of the syllabus will include:

- **Defining the research problem/opportunity/issue**: This will include how to tackle defining a client's (organisation / consumer / employee / manager etc.) problem/opportunity or issue. This will emulate the first stage in the consultancy process.

- **How to conduct a literature search and use academic research within a business consultancy project**: Here the aim is to understand the nature of academic research and to see how it can help business orientated consultancy projects to clarify a problem/opportunity/issue or even help further understand the research problem/opportunity/issue in order to gain further insight into how to investigate the situation effectively.

- **Research Design**: Outlining the various methods that are available to be selected in order to research a defined problem/opportunity/issue. This will include an insight into the following the various forms of: Interviews, questionnaires, observation, action research and experiments type methodologies. The research design component of the course will also provide insight into the various sampling techniques, including: Cluster sampling, convenience sampling, simple random sampling, stratified random sampling, systematic sampling, snowball sampling, self-selecting sampling and judgemental sampling.

- **Data Analysis**: Outlining the various methods that are available to be selected in order analyse data collected. This will include considering the differences between analysing quantitative and qualitative data.

- **Devising Recommendations Communicating Findings**: Here insight will be provided on how to best substantiate recommendations to various in order to stand up to scrutiny when communicating the results of a consultancy type project. Here experienced consultants will be used to provide insight.

11. **Reading List (Indicative list, current at time of publication. Reading lists will be published annually)**
   
In the light of this unit testing students as ‘independent learners / problem solvers’, a range of e-learning materials will be provided across the whole of the research process. Here the expectation will be set that students will need to drive their own learning as an individual based on the context/situation there are attempting to consult on.

12. Learning and Teaching methods

This is a largely independent research module with support provided by online workshops, a supervisor and peers. Students will need to select a topic which must be approved by the module leader. Feedback and advice on direction of a student's' work will be provided by the supervisor throughout. Students will be encouraged to use moderated peer to peer feedback as a support mechanism in the development of their reports. Additionally there will be five online research classes addressing areas listed in the syllabus that students will be expected to complete over the course to help support them in the production of their consultancy report.

Scheduled Hours: 31
Independent Study Hours: 269
Total Study Hours: 300

13. Assessment methods.

Assessment will be as follows:

1) Research Project Proposal – Maximum 500 words accounting for 10% of the total module mark.
2) Research Project Report – Maximum of 5000 words (excluding references and appendices) worth 60% of the total mark.
3) 20 minute Oral presentation to a client - including 5 minutes for Q&A, worth 30% of the total module mark.

A pass must be achieved in all elements of assessment in order to pass the module.
14. Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section12) and methods of Assessment (section 13)

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15. Pearson College London recognises and has embedded the expectations of current disability equality legislation, and supports students with a declared disability or special educational need in its teaching.

Within this module we will make reasonable adjustments wherever necessary, including additional or substitute materials, teaching modes or assessment methods for students who have declared and discussed their learning support needs. Arrangements for students with declared disabilities will be made on an individual basis, in consultation with the College’s Registry which oversees disability/dyslexia student support, and specialist support will be provided where needed.

16. Campus(es) or Centre(s) where module will be delivered:

Module Specification Template (September 2015)
Pearson College London

If the module is part of a programme in a Partner College or Validated Institution, please complete sections 17 and 18. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.

17. **Partner College/Validated Institution:**
   Pearson College London

18. **University School responsible for the programme:**
   Kent Business School
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.

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