

## Module Specification

### Module Summary Information

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|----------|-----------------------|---------------|
| <b>1</b> | <b>Module Title</b>   | Major Project |
| <b>2</b> | <b>Module Credits</b> | 40            |
| <b>3</b> | <b>Module Level</b>   | 7             |
| <b>4</b> | <b>Module Code</b>    | BUS7048       |

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| <b>5</b>  | <b>Module Overview</b> |
| <p>The Major Project provides the practical and theoretical focus for the MSc Management programme and is the culmination of your programme of study. The aim of this module is to provide a framework for you to undertake a substantial piece of disciplinary-relevant research. It is founded upon Birmingham City Business School's teaching and learning philosophy which integrates theory and practice. The module is related to both the Research Practice and Research Project modules, one of which you may have studied at Stage 2, whereby you will develop your understanding of research and then put into practice your theoretical understanding via this module. This module will enable you to build on and develop your professional management skills such as project management, problem solving, critical analysis and synthesis of data to produce appropriate research outcomes. As such it is highly relevant to your career, providing essential skills to create an evidence base for subsequent managerial judgements and decisions.</p> <p>The format of the practice-led Major Project will vary dependent on the degree pathway you are on. This is a significant piece of project work, the topic of which needs to be agreed with the course team in line with your chosen pathway before you can start work. The project also has to adhere to the framework of ethical approval applied within the business school in the year of study. The major project must take one of the following formats (based on your chosen pathway subject area):</p> <ul style="list-style-type: none"> <li>• Business Start-up Project (Entrepreneurship pathway);</li> <li>• Consultancy Project (Management, Marketing, Finance and International Business pathways);</li> <li>• Dissertation (all pathways)</li> <li>• Work Based Improvement Project (Management, Marketing, Finance and International Business pathways) incorporating an opportunity for students to undertake concurrently a short Placement that they identify themselves.</li> </ul> <p>The specific requirement of each format will be made clear in the assessment brief provided for each pathway-specific application of the Major Project. The module provides a framework for integrating the principles, tools and methods of your programme, developing your practitioner skills via project management, research methods, analytical tools and techniques. The project requires a high degree of professionalism in your role, managing the supervisory relationship and (where relevant) collaborations with other students and internal and external stakeholders.</p> <p>Although there is some recommended reading for devising the research project the essential reading will reflect the negotiated topic and/or the organisation under investigation.</p> |                        |

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| <b>6</b>  | <b>Indicative Content</b> |
| The module is delivered through a supervisory process and a small number of key note lectures at the beginning, middle and end of the process. Students will be allocated an individual tutor to support their learning. The allocated tutor will facilitate their learning as part of the supervisory process, providing guidance on the research process and independent study around the specific topic area, discipline and pathway of the project as appropriate. Research project skills including research methods are delivered as part of other option modules on the programme. |                           |

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| <b>7</b>   | <b>Module Learning Outcomes</b>  |
| <b>On successful completion of the module, students will be able to:</b> |  |
|  | <b>1</b> Identify, determine and justify a disciplinary-relevant project, including its aims, scopes and objectives.   |
|  | <b>2</b> Self-manage research, including managing the supervisory process and reflecting critically on the work undertaken to identify improvements in research and project practice.  |
|  | <b>3</b> Understand how to identify and synthesise the relevant conceptual theory and methodological techniques from the programme pathway, using a range of sources and data, applying them to a particular topic, case or organisation.                        |
|  | <b>4</b> Professionally present the analysis of the data and the results of the project, including drawing appropriate conclusions and providing recommendations and guidance for managerial judgements and decision making in the chosen discipline or pathway. |

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| 8                | Module Assessment |      |           |
| Learning Outcome |                   |      |           |
|                  | Coursework        | Exam | In-Person |
| 1-4              | X                 |      |           |

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| <b>9</b>   | <b>Breakdown Learning and Teaching Activities</b> |
| <b>Learning Activities</b>   | <b>Hours</b>                                      |
| <b>Scheduled Learning (SL)</b><br>includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable            | 6   |
| <b>Directed Learning (DL)</b><br>includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE | 20  |
| <b>Private Study (PS)</b><br>includes preparation for exams  | 374   |
| <b>Total Study Hours:</b>  | 400   |