

IB008-24 Individual Project

20/21

Department

Warwick Business School

Level

Foundation

Module leader

Gabriella Cacciotti

Credit value

24

Module duration

20 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

N/A.

[Module web page](#)

Module aims

1. To consolidate and reinforce the knowledge and skills developed in other Foundation Year modules, and to create an opportunity for each student to apply this knowledge in a real-world setting.
2. To expose each student to the realities of business by requiring them to undertake a study of a business (normally via a placement but optionally via a desk based research project).
3. To help students develop their critical research and writing skills by requiring them to research for and write a formal report about their placement or selected business.
4. To instil in students an appreciation of and the value of the case-study method in teaching and learning.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

The Spring term will include 27 hours of lectures, seminars and workshops covering topics such as, but not limited to, the following:

- An introduction to Business Research.
- The nature, purpose and use of the teaching case-study.
- Research skills (analysing qualitative data / document analysis).
- Research skills (interview-based research).
- Research skills (observation-based research).
- Research skills (research design and research ethics).
- Writing a Business Report

The Summer term will include:

- A 4 week placement or (as, when and if appropriate) a period of intensive research into an organisation and the writing of a Business Report.
- Regular meetings with a Report supervisor, upto a maximum of 10 contact hours (including the reading of and commenting on one draft of the report);
- 3 x 3 hr writing retreats in the presence of an academic writing mentor.

Learning outcomes

By the end of the module, students should be able to:

- Demonstrate awareness of fundamental issues in qualitative research, including negotiating access to sources of information, ethical behaviour, interviewing and observing third parties.
- Organise, analyse and interpret basic qualitative data.
- Recognise different types of case-study and acknowledge their uses in teaching and learning.
- Understand day-to-day aspects of a business.
- Relate practical business issues to the academic literature.
- Think creatively and contribute original ideas.
- Interpret qualitative data.
- Engage in reflexive learning.

Indicative reading list

Birchmore I (2013) Case-Study Writing: Reflections and Ideas Warwick Business School.

Bolton, GEJ (2014) Reflective Practice: Writing and professional development 4e Sage Publications.

Collis J & Hussey R (2014) Business Research: A practical guide for undergraduate and post graduate students. Palgrave Macmillan.

Hackley C (2003) Doing Research Projects in Marketing, Management and Consumer Research Routledge.

Pavlovich K (2007) The development of reflective practice through student journals, Higher education Research & Development, 26:3, 281-295.

Subject specific skills

Be able to understand good quality research.
Be able to apply qualitative research methods.
Be able to analyse qualitative data.
Be able to apply different reflection frameworks.
Be able to critically evaluate information.

Transferable skills

Carry out basic research including primary and secondary data collection and literature searches.
Draw on a range of writing skills, including academic, creative and report writing.
Reflect on his/her own experiences and relate them to himself/herself as a learner.

Study

Study time

Type	Required
Lectures	9 sessions of 1 hour 30 minutes (5%)
Project supervision	10 sessions of 1 hour (4%)
Practical classes	9 sessions of 1 hour 30 minutes (5%)
Supervised practical classes	3 sessions of 3 hours (4%)
Private study	78 hours (32%)
Assessment	116 hours (48%)
Total	240 hours

Private study description

Private Study.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A2

	Weighting	Study time
Individual Reflective Journal Report	30%	35 hours

	Weighting	Study time
(24 CATS)		
Individual Business Report (24 CATS)	60%	70 hours
Participation Engagement Attendance (24 CATS)	10%	11 hours

Participation/Engagement/Attendance - A short (between 5 and 7 questions), multiple choice, in-class test at the start of five randomly selected sessions focussed on any required readings for that week and on the previous weeks' in-class materials. This test will record the test having been taken (hence attendance) worth 1% for each test taken irrespective of score achieved up to a maximum of 7% (thus permitting occasional absence without disadvantage). The final 3% will be awarded for an attaining an average score of 40% across the 4 best test scores. Anything less than an average 40% would score zero (i.e. the 3% is awarded for a pass or fail). Since this is assessing participation and engagement, and permits occasional unforeseen absence by assessing only 4 sessions, there will be no opportunity for a resit.

Feedback on assessment

Students will be provided with on-going, informal feedback during the workshops and via meetings with the module leader. Written feedback will be provided on the Reflexive Report.

Availability

Courses

This module is Core for:

- Year 1 of UIBA-N4N4 Undergraduate Accounting and Finance (with Foundation Year)
- Year 1 of UIBA-N20A Undergraduate Management (with Foundation Year)