

IB013-15 Business Consulting

24/25

Department

Warwick Business School

Level

Foundation

Module leader

Joshua Fullard

Credit value

15

Module duration

10 weeks

Assessment

Multiple

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This is a module for Foundation Year.

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.
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 inspire students to think about their professional career aspirations, connecting them to alumni and industry guest speakers in a friendly and interactive way to build confidence and foster new professional connections.

[Module web page](#)

Module aims

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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.

- An introduction to Business Research.
- Understanding the research process.
- Qualitative data collection.
- Qualitative data analysis.
- Quantitative data collection.
- Quantitative data analysis.
- Research ethics.
- Writing a Business Report.

Learning outcomes

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

- Demonstrate awareness of fundamental issues in qualitative and quantitative research, including negotiating access to sources of information, ethical behaviour, interviewing and observing third parties, design and implementation of surveys.
- Organise, analyse and interpret basic qualitative and quantitative data.
- Understand day-to-day aspects of a business.
- Relate practical business issues to the academic literature.
- Think creatively and contribute original ideas.
- Interpret qualitative and quantitative data.

Indicative reading list

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

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.

Research element

Students will work on a business consulting project with an organisation which could include primary and secondary research.

Subject specific skills

Be able to understand good quality research.

Be able to apply qualitative and quantitative research methods.

Be able to analyse qualitative and quantitative data.

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.

Clear and structured communication of research methods, findings and analysis.

Study

Study time

Type	Required
Lectures	9 sessions of 2 hours (12%)
Project supervision	8 sessions of 1 hour (5%)
Practical classes	2 sessions of 3 hours (4%)
Other activity	5 hours (3%)
Private study	40 hours (27%)
Assessment	73 hours (49%)
Total	150 hours

Private study description

Private Study.

Other activity description

Careers sessions

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 Assignment	70%	51 hours
Group Presentation	20%	15 hours
Individual contribution report & minutes	10%	7 hours

Assessment group R2

	Weighting	Study time
Individual Assignment	70%	
Individual Assignment replaces group work and individual contribution report & minutes)		
Individual Assignment	30%	
Individual Assignment replaces group work and individual contribution report & minutes)		

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 group presentation.

Availability

There is currently no information about the courses for which this module is core or optional.