

IB013-15 Business Consulting

26/27

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 core module for WBS Foundation Year students. It is not available to any other students.

[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.
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.

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

[Reading lists can be found in Talis](#)

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 A3

	Weighting	Study time	Eligible for self-certification
Individual Assignment	70%	51 hours	Yes (extension)
Group Presentation	20%	15 hours	No
Individual contribution report & minutes	10%	7 hours	No

Assessment group R3

	Weighting	Study time	Eligible for self-certification
Individual Assignment	70%		Yes (extension)

	Weighting	Study time	Eligible for self-certification
Individual Assignment replaces group work and individual contribution report & minutes)			
Individual Assignment	30%		Yes (extension)
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

Courses

Course availability information is based on the current academic year, so it may change. This module is Core for:

- UIBA-N404 Undergraduate Accounting and Finance (with Foundation Year and Placement/Undergraduate Partnership Programme)
 - Year 1 of N4N7 Accounting and Finance (Foundation Year and Intercalated)
 - Year 1 of N404 Accounting and Finance (Foundation Year and Placement)
 - Year 1 of N405 Accounting and Finance (Foundation Year and UPP)
 - Year 1 of N403 Accounting and Finance (with Foundation Year)
- Year 1 of UIBA-N403 Undergraduate Accounting and Finance (with Foundation Year)
- UIBA-N220 Undergraduate International Management (with Foundation Year)
 - Year 1 of N220 International Management (with Foundation Year)
 - Year 1 of N221 International Management with Accounting (with Foundation Year)
 - Year 1 of N226 International Management with Chinese (with Foundation Year)
 - Year 1 of N223 International Management with Digital Business (with Foundation Year)
 - Year 1 of N224 International Management with Entrepreneurship (with Foundation Year)
 - Year 1 of N222 International Management with Finance (with Foundation Year)
 - Year 1 of N227 International Management with French (with Foundation Year)
 - Year 1 of N225 International Management with Marketing (with Foundation Year)
 - Year 1 of N228 International Management with Spanish (with Foundation Year)
 - Year 1 of N229 International Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20J Undergraduate Management (with Foundation Year and Placement Year/Undergraduate Partnership Programme)
 - Year 1 of N20J Management (Foundation Year and Placement)
 - Year 1 of N20K Management (Foundation Year and UPP)
 - Year 1 of N23H Management with Digital Business (with Foundation Year and Placement Year)

- Year 1 of N23J Management with Entrepreneurship (with Foundation Year and Placement Year)
- Year 1 of N23G Management with Finance (with Foundation Year and Placement Year)
- Year 1 of N255 Management with Marketing (with Foundation Year and Placement Year)
- UIBA-N20E Undergraduate Management (with Foundation Year)
 - Year 1 of N20E Management (with Foundation Year)
 - Year 1 of N23N Management with Accounting (with Foundation Year and Placement Year)
 - Year 1 of N23M Management with Accounting (with Foundation Year)
 - Year 1 of N23E Management with Digital Business (with Foundation Year)
 - Year 1 of N23F Management with Entrepreneurship (with Foundation Year)
 - Year 1 of N23D Management with Finance (with Foundation Year)
 - Year 1 of N252 Management with Marketing
 - Year 1 of N254 Management with Marketing (with Foundation Year)
 - Year 1 of N23P Management with Strategy and Organisation (with Foundation Year)