



Module guide:

1.1 Academic Skills

Programme: BA (Hons) Professional Management

Module details

Module title: Academic Skills
Module code: 1.1
Module level: 4
Credit value: 10
Assessment: Assignment
Learning duration: 7 weeks

Introduction

Welcome to this module on Academic Skills. This is your reference guide to the content and assessment of this module.

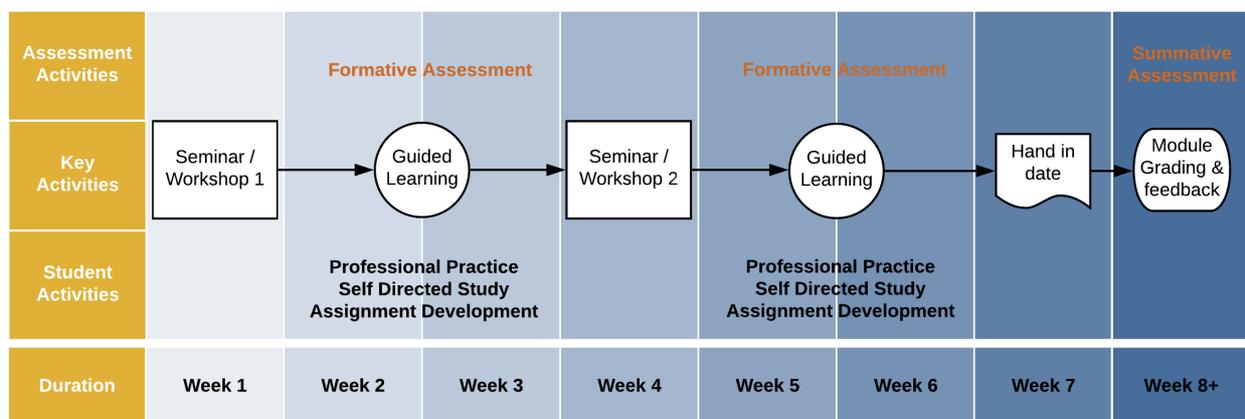
By successfully completing this module, you will be able to:

- 1.1 (1) Evaluate primary and secondary research methods
- 1.1 (2) Analyse and describe different research resources
- 1.1 (3) Apply Harvard referencing to assignments

In order to achieve these learning outcomes, you will need to demonstrate your ability to carry out a range of research techniques using various methods. Your tutor is there to guide and support you throughout this module, offering advice and guidance where applicable.

Learning strategy

The learning outcomes will be achieved through a combination of seminars, workshops, tutorials, self-directed study, professional practice and reflective review. The learning journey for this module is illustrated below:



Module guidance

In order to complete this module, you will be required to provide the following:

1. A written assignment of no more than 1000 words.

Assessment guidance

This module will be assessed through an assignment demonstrating your understanding of academic research using a range of sources.

The table below provides an overview of the assessments and how they will be used towards your overall module grade.

Components	Assessment method	Learning outcome	Overview of activity	Marking scheme
Assessment 1	1. Assignment (essay)	1.1 (1) 1.1 (2) 1.1 (3)	Complete an essay demonstrating your understanding of academic research.	Marked and graded (40% pass mark)

You will be required to complete this assessment and achieve a grade of at least 40% in order to pass the module.

Before you start....

What is expected of you:

- Read through and make sure you understand the requirements of the module. Please feel free to ask your tutor any questions if you are not sure or require further clarification. This can be done in person, by email or telephone.
- Ensure that you are aware of hand in dates for your work. If you feel you will not be able to meet these deadlines, please discuss with your tutor who may be able to arrange for an extension. It is essential that you allow time for this and not leave it until the last moment unless of extenuating circumstances.
- Always keep a soft or hard copy of your work.
- Ensure you have completed your individual self-reflections.
- Ensure you have completed all tasks within the allocated timescale. It is highly recommended that you attend the tutorial sessions and keep in touch with your tutor who will support you through your module. If we are not aware of problems you may be having, we will not be able to help you.

Assessment 1

Assessment type: Assignment (essay)

Learning outcome: 1.1 (1) Evaluate primary and secondary research methods
1.1 (2) Analyse and describe different research resources
1.1 (3) Apply Harvard referencing to assignments

Overview: Complete a written essay demonstrating the use of research methodology from a given choice of models.

Marking scheme: Marked and graded

Task:

You are required to complete a short essay of no more than 1000 words based on a scenario as detailed below and demonstrating your reading of research methods. This should be presented electronically in Microsoft Word format, and include:

- Referencing in the Harvard style
- A full reference list
- A bibliography of reading and research you have carried out

Your essay should provide a response to the following instructions:

1. Explain your understanding of primary and secondary research, with examples (300 words)
2. Carry out research on one of the academic models listed below. Explain its use and how it could be applied in the workplace, ensuring you apply Harvard referencing and a reference list. You should also explain the advantages and disadvantages of your chosen model. (700 words)
 - Situational leadership
 - Transactional leadership
 - Lencioni's Five Dysfunctions of a Team

In order to research your chosen model, you should use the following research sources:

- Internet – ensure you give the URL address in your reference list
- Academic books – apply Harvard referencing
- Academic Journals – apply Harvard referencing

You must state the internet URL, books and journals used along with a full Harvard reference for their use.

Marking and grading

Your assignment will be marked and graded in line with UCQ's marking and grading guidelines which are in your student handbook. Specific to this task, you will be scored on the task elements detailed above, and summarised as follows:

1. Essay structure and inclusion of the specified elements (word count, referencing, bibliography)
2. Explanation and demonstration of understanding relating to primary and secondary research methods
3. Demonstration of research into a chosen academic model
4. Use of and appropriate referencing of research sources

In order to be awarded the credits for this assessment, you will need to achieve a minimum pass of 40%. A summary of the specific criteria that will be used to grade your work is shown in the table below.

Grade type	Grade criteria	% band
Excellent pass	<ul style="list-style-type: none"> • Excellent structure of the essay including all required elements to a very high standard with little or no errors. • A very detailed explanation and thorough demonstration of understanding relating to primary and secondary research methods. • Excellent demonstration of research into the chosen academic model. • Excellent referencing of research sources with no errors. 	70%+
Very good pass	<ul style="list-style-type: none"> • Very good structure of the essay including all of the specified elements to a high standard with only a few minor errors. • A detailed and in-depth explanation and a sound demonstration of understanding relating to primary and secondary research methods. • Very good demonstration of research into the chosen academic model. • Very good and well referenced sources with only a few minor errors. 	60%-69%
Good pass	<ul style="list-style-type: none"> • Good structure of the essay including most of the specified elements to a good standard, but with some minor errors. • A sound and accurate explanation and a good demonstration of understanding relating to primary and secondary research methods. • Good demonstration of research into the chosen academic model. • Good referencing of sources, with a few errors present. 	50%-59%

Pass	<ul style="list-style-type: none"> • Satisfactory structure of the essay but a failure to include some of the specified elements with a number of errors present. • An adequate but insubstantial explanation and a limited demonstration of understanding relating to primary and secondary research methods. • An acceptable but weak demonstration of research into the chosen academic model. • Satisfactory referencing of sources, however, a number of errors are present. 	40%-49%
Fail	<ul style="list-style-type: none"> • Poor structure of the essay with a failure to included most of the specified elements with errors present throughout. • An unsatisfactory attempt to explain primary and secondary research methods and no demonstration of understanding. • Little or no evidence of research into the chosen academic model. • A poor or non-existent attempt at the referencing of sources. 	0%-39%

Module reading list

Cameron, S. and Price, D.L. (2009) *Business research methods: A practical approach*. London: Chartered Institute of Personnel and Development 1 November.

Greetham, B. (2013) *How to write better essays*. Basingstoke: Palgrave Macmillan 10 April.

Lencioni, P. M. (2002). *The Five Dysfunctions of a Team: A Leadership Fable* (1 edition). San Francisco: John Wiley & Sons.

Saunders, M.N.K., Lewis, P. and Thornhill, A. (2015) *Research methods for business students*. Harlow, United Kingdom: Pearson Education 23 July.