



Module guide:

3.4 Management Project

Programme: BA (Hons) Professional Management

Module details

Module title: Management Project
Module code: 3.4
Module level: 6
Credit value: 60
Assessment: Assignment, reflective review
Learning duration: 20 weeks

Introduction

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

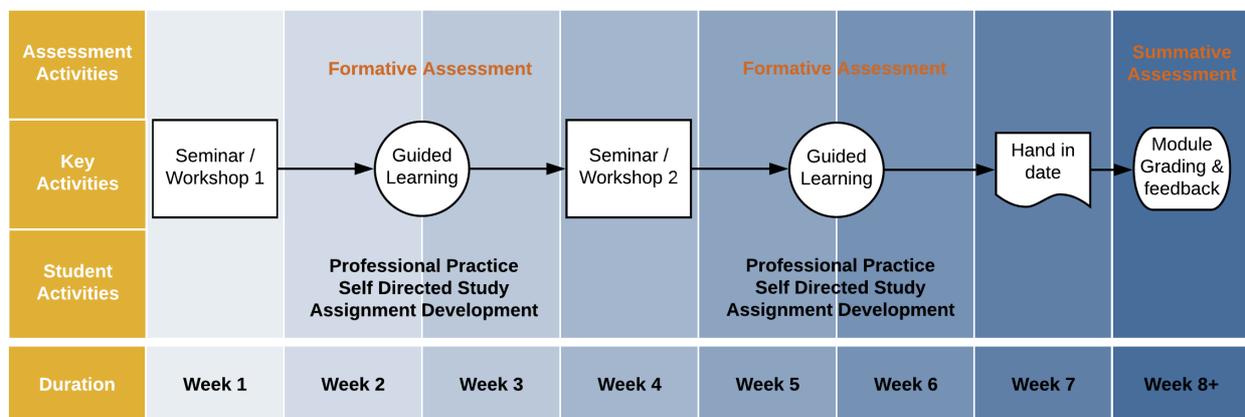
By successfully completing this module, you will be able to:

- 3.4 (1) Evaluate ethical approaches to research to produce a proposal based on an agreed business problem
- 3.4 (2) Critically analyse management topics using appropriate academic literature, work related information and data sources to solve a business problem
- 3.4 (3) Present research findings in a clear and academic format to solve business problems
- 3.4 (4) Critically reflect on the management project journey and identify areas for improvement.

In order to achieve these learning outcomes, you will need to demonstrate your ability to develop a management project using appropriate academic literature, work related information and data sources to solve a business problem. 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 two-part written assignment, comprising of a project proposal followed by an academic report.
2. A reflective account of the development of the project and your strengths and weaknesses during this.

Assessment guidance

This module will be assessed through an assignment demonstrating your understanding of current academic literature, work-related information and data 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. Project Proposal 2. Academic Report	3.4 (1) 3.4 (2) 3.4 (3)	Produce a project proposal followed by a report demonstrating your understanding of academic theories and models linked to your management project.	Marked and graded (40% pass mark)
Assessment 2	1. Reflective review	3.4 (4)	Reflection activity on how you have moved through the stages of the project and the approach you adopted.	Threshold (A pass must be achieved)

You will be required to complete both components and achieve a pass for each in order to successfully complete 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 (report)

Learning outcome: 3.4 (1) Evaluate ethical approaches to research to produce a proposal based on an agreed business problem
3.4 (2) Critically analyse management topic using appropriate academic literature, work-related information and data sources to solve a business problem
3.4 (3) Present research findings in a clear and academic format to solve business problem

Overview: Complete a management project to solve a work-related problem within your own area of the organisation.

Marking scheme: Marked and graded

Task:

You are required to complete a project proposal (1500 words) and an academic report (8000 words) based on a scenario as detailed below and demonstrating your knowledge of analysing and evaluating a management topic.

Both parts of this assignment 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

1. Project Proposal

Word count: 1500 words.

A project proposal based on resolving an agreed business problem which includes an evaluation of ethical approaches to research, project aims and objectives, research methods and a mini literature review to help you plan your management project. Ethical approval should be obtained and submitted with your proposal.

2. Academic Report

Word count: 8000 words.

Your report should be a professionally produced academic report with clear and appropriate findings based on your research:

1. A critical analysis and review of a management topic using appropriate academic literature, work-related information and data sources to enable you to solve a business problem. (2000 words)
2. An explanation of methodology for the research project (1500 words)

3. An analysis of the data collected to solve the business problem using appropriate data analysis techniques. (2000 words)
4. An evaluation of the project findings with suitably drawn conclusions with appropriate recommendations for improvement. (2500 words)

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. Report structure and inclusion of the specified elements (word count, referencing, bibliography)
2. A detailed research project proposal which evaluates ethical approaches to research
3. Explanation and demonstration of the presentation of findings, using an academic report format, to solve a business problem
4. Use of and appropriate referencing of research sources.

You will need to achieve a minimum pass of 40% in this assessment. 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"> • Professionally presented, academic report with referencing and bibliography of standard of publishable journal article in subject area including accurate formatting and all of the required elements. • A thoroughly detailed project proposal which clearly outlines the project and includes excellent SMART objectives to solve the business problem • A comprehensive critical evaluation of ethical approaches to research with a very clear identification as to the methods to be used to solve the business problem • Comprehensive evidence of ethical approval that has been given • Critical analysis of academic literature used to help solve the business problem, demonstrating an in-depth understanding of issues/problems and engagement with the concepts involved • Highly effective demonstration of independent research such as analysis of primary data, archival research, academic literature • A comprehensive analysis of the work-related information and data to help solve the business problem using appropriate analysis and interpretative techniques • Comprehensive evaluation of the research design and methodology which are fully relevant for the research project • Comprehensive, reasoned arguments and ideas are well presented and synthesised, fully supported by the analysis and 	70%+

	<p>evaluation and show evidence of in-depth reading, and strong links between original research and data analysed</p> <ul style="list-style-type: none"> • Extensive, viable and accurate recommendations made to solve the business problem underpinned by thorough and exhaustive research and reading • Accurate referencing using the appropriate Harvard referencing style 	
Very good pass	<ul style="list-style-type: none"> • Mainly professionally presented, academic report with referencing and bibliography of standard of publishable journal article in subject area including mainly accurate formatting and most of the required elements. • A detailed project proposal which clearly outlines the project and includes some SMART objectives to solve the business problem • A comprehensive evaluation of ethical approaches to research with a clear identification as to the methods to be used to solve the business problem • Detailed evidence of ethical approval that has been given • Some critical analysis of academic literature used to help solve the business problem, demonstrating some understanding of issues/problems and engagement with the concepts involved • Effective demonstration of independent research such as analysis of primary data, archival research and academic literature • A comprehensive analysis of the work-related information and data to help solve the business problem using mainly appropriate analysis and interpretative techniques • Thorough discussion of the research design and methodology which are mainly relevant for the research project • Detailed, reasoned arguments and ideas are well presented and synthesised, supported with the analysis and evaluation and show evidence of in-depth reading, and good links between original research and data analysed. • Viable and accurate recommendations made to solve the business problem underpinned by comprehensive research and reading • Mainly accurate Harvard referencing has been used throughout the report. 	60%-69%
Good pass	<ul style="list-style-type: none"> • Mainly professionally presented, academic report with referencing and bibliography in subject area including many accurate formatting and some of the required elements • A detailed project proposal which clearly outlines the project and includes SMART objectives to solve the business problem • A detailed evaluation of ethical approaches to research with some identification as to the methods to be used to solve the business problem • Some evidence of ethical approval that has been given • Effective analysis of academic literature used to help solve the business problem, demonstrating some understanding of issues/problems and engagement with the concepts involved 	50%-59%

	<ul style="list-style-type: none"> • Adequate demonstration of independent research such as analysis of primary data, archival research and academic literature • A good analysis of the work-related information and data to help solve the business problem using some appropriate analysis and interpretative techniques • Some discussion of the research design and methodology which are somewhat relevant for the research project • Reasoned arguments and ideas are presented and synthesised, supported with some of the analysis and evaluation and show evidence of reading with some links between original research and data analysed. • Viable recommendations made to solve the business problem underpinned by comprehensive research and reading • Some accurate Harvard referencing throughout the management project. 	
Pass	<ul style="list-style-type: none"> • Basically presented, academic report with some referencing and bibliography in subject area including some formatting and few of the required elements and many errors. • A limited project proposal which outlines the project and includes few SMART objectives to solve the business problem • A limited evaluation of ethical approaches to research with little identification as to the methods to be used to solve the business problem • Limited evidence of ethical approval that has been given • An underdeveloped analysis of academic literature used to help solve the business problem, demonstrating limited understanding of issues/problems and engagement with the concepts involved • Limited demonstration of independent research such as analysis of primary data, archival research and academic literature • A modest analysis of the work-related information and data to help solve the business problem using few appropriate analysis and interpretative techniques • Limited discussion of the research design and methodology which are not wholly relevant for the research project • Few arguments and ideas are presented and synthesised, supported with limited analysis and evaluation and shows limited evidence of reading with few links between original research and data analysed. • Recommendations made to solve the business problem underpinned by some research and reading • Limited accurate use of Harvard referencing throughout the project. 	40%-49%

Fail	<ul style="list-style-type: none"> • Inadequately presented, academic report with referencing and bibliography in subject area including few accurate formatting required elements with many errors • An insignificant project proposal which outlines the project and includes no SMART objectives to solve the business problem • An insignificant evaluation of ethical approaches to research with little identification as to the methods to be used to solve the business problem • Little or no evidence of ethical approval that has been given • Substandard analysis of academic literature which does not help solve the business problem, demonstrating little understanding of issues/problems and little engagement with the concepts involved • Insufficient demonstration of independent research such as analysis of primary data, archival research and academic literature • A weak analysis of the work-related information and data which has not helped solve the business problem using few if any appropriate analysis and interpretative techniques • Fleeting discussion of the research design and methodology which are not wholly relevant for the research project • Insufficient arguments and ideas are presented and synthesised, supported with little of the analysis and evaluation and show little evidence of reading with no links between original research and data analysed. • Unviable and inappropriate recommendations are made to solve the business problem underpinned by limited research and reading • Inaccurate use of Harvard referencing throughout the project. 	0%-39%
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Assessment 2

Assessment type: Reflective review

Learning outcome: 3.4 (4) Critical reflection on the management project journey and identify areas for improvement

Overview: Reflective review of your management development.

Marking scheme: Threshold (A pass must be achieved)

Task

You are required to complete a reflective review for this module that demonstrates your practice as a manager, reflecting on your practice and what you would do differently if you could have the same experience again. A template will be provided for this asking you to discuss an experience, reflect on this experience, learn from the experience and then plan and try out what you have learned. There is no formal word count for this task, but as a guide, 500 words for each would be appropriate.

1. Reflect on your practice as a manager or leader in relation to the journey you have taken during the completion of this management project. (500 words)
2. Reflect on the strengths and weaknesses of the different approaches you have taken during this project to solve a business problem. (500 words)

Marking and grading

Your reflective review is required to be passed. All the criteria stated in the table below must be met to achieve a pass.

Component	Criteria
Presentation of your reflective review	<ul style="list-style-type: none"> ▪ Use of a clear structure ▪ Accurate spelling and grammar ▪ Visually appealing presentation
Summary of new learning	<ul style="list-style-type: none"> ▪ Personal account that is informed from reading/theory ▪ Accurately referenced
Reflective review content	<ul style="list-style-type: none"> ▪ Appropriate to module ▪ Your own personal experience ▪ Reflecting on a situation and discussing it
Personal action plan	<ul style="list-style-type: none"> ▪ Clear structure ▪ Accurate spelling and grammar ▪ SMART objectives for personal action plan ▪ Review period for action plan ▪ Linked to ongoing personal development

Module Reading List

Bryman, A., Bell, E. (2015). *Business Research Methods*. 4th ed. Oxford: Oxford University Press,

Cameron, S., Price, D. (2009). *Business Research Methods*. London: CIPD

Easterby-Smith, M., Thorpe, R., and Jackson, P.R. (2015) *Management and Business Research*. 5th ed. London: Sage Publications Ltd.

Gray, D.E. (2013). *Doing Research in the Real World*. 3rd ed. London: Sage Publications

Horn, R. (2012). *Researching and Writing Dissertations - A Complete Guide for Business and Management Students*. 2nd Edition. London: McGraw-Hill Education.

O'Leary, Z. (2013). *The Essential Guide to Doing your Research Project*. 2nd ed. London: Sage Publications

Saunders, M., Lewis, P. & Thornhill, A. (2015). *Research Methods for Business Students*. 7th ed, New Jersey: Prentice Hall.

E-Reading Resources

<http://research-methodology.net/research-methods/>

<http://www.simplypsychology.org/research-methods.html>

<http://www.cles.org.uk/wp-content/uploads/2011/01/Research-Methods-Handbook.pdf>