

Module Descriptor

Definitive Document

Module Code	BUAM06
Version	1
Module Title	Strategic Management Project
Credits	40
Valid From	1 st January 2022
Status	Validated
Subject Board	BUA
HECoS Code	100078
Academic Level (FHEQ)	7
Study Period	6
Prerequisites and co-requisites	BUAM05
Not available to students taking/having taken	N/A

Content (Indicative)

- Under supervision, conduct an independent strategic management project.
- Write a report on the completion of the strategic management project.

Teaching and Learning Experience

- Supported Independent study
- Supervision

Module Learning Outcomes (MLOs)

On successful completion of this module students will be able to:

1. Demonstrate detailed knowledge of an identified topic of business and management;
2. Critically analyse and synthesise data/evidence to address a specified business problem;
3. Demonstrate an ability to self-reflect and identify continuing professional development;
4. Confidently communicate recommendations and conclusions about their identified topic to a range of stakeholders.

Assessment

Assessment task	Load	Weighting	Learning Outcomes assessed
Strategic Management Project (Dissertation)	Up to 10,000 words (or equivalent)	100%	1-4

Indicative reading

Books

- Brown, R.B., & Saunders, M. (2006). *Doing your dissertation in business and management*. Sage.
- Costley, C., Elliott, G., & Gibbs, P. (2010). *Doing Work-based Research: Approaches to Enquiry for Insider-Researchers*. Sage.
- Denscombe, M. (2014). *The Good research guide: for small-scale social research projects*. Open University Press.
- Fisher, C.M., & Buglear, J. (2004). *Researching and writing a dissertation for business students*. Prentice Hall/ Financial Times.
- McMillan, K., & Weyers, J. (2013). *How to improve your critical thinking and reflective skills*. Pearson.
- Murray, N., & Hughes, G. (2008). *Writing up your university assignments and research projects: a practical handbook*. McGraw-Hill Open University Press.
- Riley, M., Wood, R.C., Clark, M.A., Wilkie, E., & Szivas, E. (2000). *Researching and writing dissertations in business and management*. Thomson Learning.
- Saunders, M., Lewis, P., & Thornhill, A. (2016). *Research Methods for Business Students*. Pearson Education Ltd.
- White, B. (2000). *Dissertation skills: for business and management students*. Continuum.

Journals

Business Research
Journal of Business Research
Journal of Economic and Business Research
e-Journal of Business Research Methods.

Website

Qualitative Research Consultants: <http://www.qrca.org>