

Module Details	
Module Title	Project (In Company)
Module Code	MAR6010-D
Academic Year	2020/1
Credits	40
School	School of Management
Subject Area	Marketing
FHEQ Level	FHEQ Level 6
Pre-requisites	N/A
Co-requisites	N/A

Contact Hours	
Type	Hours
Online Tutorials (Synchronous)	18
Directed Study	382

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Academic Year

Module Aims
To further develop the practical business and management research methodology skill and consolidate learning across the degree programme, and apply this to work based projects that engage students in a significant piece of in-depth research and writing.

Outline Syllabus
On-going tutorial research supervision related to student's research design, execution and evaluation undertaken over an extended period.

Learning Outcomes	
Outcome Number	Description
01	LO1.1 use a wide range of sources to demonstrate a detailed knowledge of a selected issue, topic or subject; LO1.2 analyse critically the relevance of theoretical and academic debates within the subject area you are researching, including against the responsible management principles, ethics and sustainability.
02	LO2.1 contextualise knowledge and understanding derived from a range of primary and secondary resources; LO2.2 apply a range of appropriate research methods to a given topic and/or professional domain.
03	LO3.1 to communicate original ideas clearly, cogently, and coherently through the marshalling of evidence in written academic format.

Learning, Teaching and Assessment Strategy
Tutorials will develop understanding of research techniques to locate and interpret both primary and secondary source materials and support during the project. These tutorials will be delivered both face to face, via the virtual learning environment and support provided by your organisation mentor and your academic project adviser. The Dissertation relates to demonstrating the academic context of learning. The dissertation or project proposal should be prepared and submitted to the academic project adviser in January prior to starting the dissertation or project report. The proposal will facilitate discussion with the academic project adviser and guide the dissertation or project implementation, as it will outline what the dissertation or project will examines and how, as well as the key milestones involve. The live project report relates to the requirements for End Point Assessment for the apprenticeship qualification. It assesses application of apprenticeship standards for EPA and has to be a live project relevant to the apprentices day to day job. The 2 assessments can work as 2 separate pieces of work or can combine the practical with the academic underpinning in one piece of work where the practical elements of the EPA projects falls from the wider academic project.

Mode of Assessment				
Type	Method	Description	Length	Weighting
Summative	Dissertation or Project Report	Work Related Dissertation (up to 7000 words)	N/A	70%
Summative	Coursework	Live Project Report (up to 1500 words)	N/A	30%
Formative	Dissertation or Project Report	Work related dissertation or project proposal	Up to 1500 words	N/A

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.

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