

MODULE DESCRIPTOR

MODULE TITLE	MANAGEMENT CONSULTANCY PROJECT		
MODULE CODE	TL4129	CREDIT VALUE	60 CREDITS/ 30 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module provides the opportunity for students to demonstrate their academic knowledge and experience / skills within a research project of rigorous critical analysis upon a specific management topic in depth. The topic chosen for the project will be based on an issue central to the theme of management, career employability and/or contemporary service sector analysis. The focus for the project may be approached from either a theoretical / managerial / or experiential perspective to be then contextualised within a 'real world' and applied organisational context. The project must ultimately conform to both the module's learning outcomes and the assessment guidelines of Level Seven awards.

- To identify, design and produce a chosen project outline with explicit terms of reference, structure and action plan.
- To develop the student's intellectual ability and employment potential through terms of critical analysis and applied conceptual thinking by undertaking an in-depth investigation into a specific area of interest relevant to the programme of study.
- To provide the opportunity for students to apply and develop knowledge, enterprise skills and competencies, academic skills and management abilities, to the identified and chosen area of study
- To enable students to take control of their own intellectual progress and development, with the aid of a supervisor, through the process of academic research, critical analysis and management presentation.

MODULE CONTENT

Indicative syllabus content:

All three sectors of tourism, hospitality and event management typically interlink to represent the contemporary service sector industry of today. However, it is the challenge of management, ongoing change and personal development and vocational growth that forms a central tenet to this module.

Typically, the module content includes, yet is not limited to:

- Conceptual understandings and problem solving
- Vocational application and practice
- Demonstration of a comprehensive literature review
- Critical thinking and analysis
- Strategic development and management practice
- Self reflection

The above will result in –

- The well-structured, word processed consultancy project should be between 12,000 words in length, excluding appendices, free of grammatical error and spelling mistakes, and with a total absence of any form of discriminatory language.
- There should be an explicit link between the area chosen as the subject of the project, the theme of the programme and the critical application of knowledge and experience gained

The project should be underpinned by a survey of relevant literature and include a planned element of primary and/or secondary research. It is possible in some instances a project will be approved based upon a critique of applied secondary research if this is the most appropriate method to meet the research aims. The critical analysis will lead to conclusions that provide an appropriate response to the stated aims and objectives of the project ideally with recommendations for future growth.

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

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| 1. Produce a feasible plan proposal of the aims and objectives and structured content outline of the project. |
| 2. Conduct a range of literature searches and identify an specific theoretical position to support the aim and argument of the project. |
| 3. Analyse data and apply both theoretical and practical arguments of appropriate critical depth and consistency for a Master's Management Consultancy Project. The project should indicate where appropriate scope for future research and development. |
| 4. Structure and submit a Project of 12000 words in a logical sequence leading to a conclusion with derived recommendations from the consultancy projects findings. |

LEARNING, TEACHING AND ASSESSMENT STRATEGY

The module will be delivered on campus and the students will be able to avail themselves of the full teaching and learning resources of the university. Each project will have an appointed supervisor with appropriate knowledge and expertise to sustain professional support and guidance. In this way, research informed teaching will be utilised and discussed between supervisor and student.

Support materials and additional reading will be available on-line via E-learn. In addition to supervisory support, students will be able to attend postgraduate study support workshops throughout the academic year. Such workshops seek to aid personal academic development whilst seeking to provide structured guidance to the conceptualisation, formulation and construction of the management project outline and design. Primarily, these skills will be academic and applied in practice however demonstrate a clear emphasis upon personal academic development combined with management abilities.

The assessment strategy seeks to optimise upon the management role, responsibility and vocational acumen required to support an effective assessment of contemporary business management today. Typically this module utilises a problem solving / case study approach upon an organisation, sector or empirical exposure to work experience. As such, action learning, reflective practice and a lesser emphasis of primary research is evident in contrast to TL4185, the dissertation.

What is the DISTINCTION between TL4185 Dissertation and TL4129 Management Consultancy Report? An emphasis upon secondary research is addressed within TL4129 the Management Consultancy Module. TL4129 focuses more on desk/secondary management research upon organisations and commerce. TL4185 represents an academic dissertation whereby the successful completion TL4010 is a prerequisite. In light of this, empirical research and its associated data collection techniques remain paramount.

ASSESSMENT METHODS

This module is assessed through a project proposal (20%) and a management consultancy project (80%).