

Consultancy Business Project

Module Information

2022.01, Approved

Summary Information

Module Code	7506UNIMBA
Formal Module Title	Consultancy Business Project
Owning School	Business and Management
Career	Postgraduate Taught
Credits	60
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Unicaf

Learning Methods

Learning Method Type	Hours
Online	36

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	44 Weeks

Aims and Outcomes

Aims	The aim of the Business Consultancy Project is to produce a piece of business research that advances knowledge in the subject area of business administration (MBA). The project encourages students to explore areas in an organisation or business that have important business implications. The Business Consultancy Project therefore entails applying research and theoretical knowledge to a workplace issue or problem. The emphasis is on researching and conducting an analytical investigation of a real business issue and combining literature and data to both ascertain the nature of the problem and to support conclusions, and recommendations. Particular attention must be given to ethical issues, the context of the problem and to the appropriateness, reliability and validity of the approaches used.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Identify and negotiate objectives with key stakeholders within an organisation for a business consultancy project
MLO2	2	Complete a proposal for a business consultancy project and be able to justify the proposed options and approach
MLO3	3	Critically evaluate a range of theoretical concepts relevant to managerial research in organisations
MLO4	4	Produce a critical overview of the impact of the business project or produce a critical evaluation of personal learning and development outcomes from the project
MLO5	5	Complete a business consultancy report and present findings
MLO6	6	Critically reflect on the scholarly practitioner role as an agent of organisational change

Module Content

Outline Syllabus	The syllabus addresses the skills, knowledge and processes required to complete and present a business consultancy project. It brings together the skills and knowledge gained over the duration of the MBA programme and applies concepts and processes from the business practice literature to professional practice. <ul style="list-style-type: none"> • Introduction and overview of module. How to complete a business consultancy project. • Negotiation and advocacy skills • Stakeholder collaboration and tendering • Completing a proposal for a research-based business consultancy project • Primary and secondary research approaches and data analysis • Ethical awareness for research projects • Report writing and presentation skills
Module Overview	
Additional Information	Part of the MBA Programme

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Dissertation	16000 words consultancy projec	80	0	MLO1, MLO2, MLO3, MLO4, MLO5
Presentation	Prest. of report & findings	20	0	MLO5, MLO6

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Michael Aiello	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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