

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	Accounting and Finance Economics and Finance Fashion Management and Marketing Finance and Investment International Business International Sports Management Marketing
FHEQ Level:	6
Course Title:	Senior Project
Course Code:	BUSM 6110
Total Hours:	320
Timetabled Hours:	22.5
Supervised Learning Hours:	45
Independent Learning Hours:	252.5
Credit	32 UK CATS credits 16 ECTS credits 8 US credits

Course Description:

The senior project forms the culmination of a student's studies in their major. The project requires a significant level of independent enquiry and research. It can investigate a real world, situation, problem or business opportunity related to the degree major.

The project may test a hypothesis, investigate an issue in a narrative inquiry, or develop a real-world case study on a relevant topic. The investigation may use quantitative and/or qualitative research approaches. The project may contain primary research once ethical approval has been gained.

Students will be guided by their supervisor and conduct individual research work on an agreed topic. The supervisor will facilitate the process through regularly scheduled meetings. The nine timetabled hours will be used as refreshers of research skills, peer-coaching, and the presentation of the students' work.

In developing a real-world business or economic project the student will gain practical insights and knowledge of relevant industries and employment fields.

Prerequisites:

BUSM 5301 Research Methods and Skills for Business and Enterprise AND 70 Credits

Aims and Objectives:

The course aims to teach students to work independently and to make critical judgments. The course is also an opportunity for students to further develop their research skills and gain in-depth knowledge on the topic related to their major. Ultimately, we hope that students will use the knowledge and skills developed in this course in their job search and career.

Programme Outcomes:

A6II, A6III, B6II, B6III, C6I, C6II, C6III, D6I, D6II

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Course Learning Outcomes	Programme Outcome
1. Select, evaluate and apply critical thinking to a business issue or phenomenon.	L6B (ii; iii)
2. Apply suitable research methods and techniques in the investigation.	L6A (ii)
3. Synthesise information to arrive at a coherent conclusion and recommendations.	L6A (iii)
4. Demonstrate the capability to work independently.	L6D (i)
5. Demonstrates autonomy in taking personal responsibility for ethical and sustainable practices within the practice of research.	L6D(ii)
6. Demonstrate professional oral and written communication skills.	L6C (i; ii; iii)

Indicative Content:

- Research methods
- Research ethics
- Critical literature review
- Inductive and deductive reasoning and analysis
- Ethical dilemmas
- Writing a research paper
- Presenting research results

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

Saunders, M.N.K., Lewis, P. and Thornhill, A. (2023) *Research methods for business students*. 9th edn. London: Pearson.

Wagner, S. (2024) *Science pitch: Present your research. Get to the Point*. New York: Springer.

Journals

FT-50 journals. Available at: <https://www.ft.com/content/3405a512-5cbb-11e1-8f1f-00144feabdc0> (Accessed: November 2024).

Websites

The Financial Times. Available at: <https://www.ft.com/> (Accessed: November 2024).
<https://www-statista-com.raiul.koha-ptfs.co.uk/>

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First Edition	Nov 2024	