

MODULE TITLE		Consultancy Project 2			
MODULE LEVEL		7			
MODULE CREDIT POINTS		15			
SI MODULE CODE (if known)		44-7932-00S			
MODULE JACS CODE		N550			
SUBJECT GROUP		SG-44012 Marketing - O&M			
MODULE DELIVERY PATTERN (✓ as applicable or give dates for non-standard delivery) NB "Semester 3" ends on 31 July each year					
LONG (2 semesters)		SHORT (1 semester)		NON-STANDARD DELIVERY	
Sem 1 & 2		Sem 1		Start Date	
Sem 2 & 3		Sem 2	✓	End Date	
		Sem 3			
MODULE ASSESSMENT PATTERN (✓ as applicable - also complete Table A, Section 5, below)					
Single Module Mark with Overall Module Pass Mark of 40%					✓
Single Module Mark - Pass/Fail only					
Up to Three Assessment Tasks with Pass Mark of 40% for each Task and Overall Module Pass Mark of 40%					
Up to Three Assessment Tasks - Pass/Fail only					
Other - if choosing "Other" please give further details of assessment pattern in the blank space below. "Other" should be chosen where, for example, a PSRB has specified an overall Module Pass Mark of higher than 40% - if so, give details below and specify higher pass mark. Or, eg, where PSRB has specified an Individual Task Pass Mark of higher than 40% give details in space below and complete final column in Table A, Section 5)					
Overall Module Pass Mark if other than 40% (subject to approval)					%
MODULE INFORMATION (✓ as applicable - also complete Table A, Section 5)					
Is a timetabled examination required for the assessment of this module?					
Is a timetabled examination required for the reassessment of this module?					
Is the module delivered wholly by Distance Learning (ie. not timetabled at SHU)					
Are any staff who are responsible for teaching on this module non-SHU employees?					
MODULE STATUS (✓ as applicable to status of module in the context of current proposal)					
Unchanged: an existing module, presented as unchanged from previous years					
Modified: an existing module being modified as a result of this validation, eg. changes to delivery or assessment pattern, title, credit weighting etc					
New: new module to be approved through current validation process					✓
If status is 'Modified', please give date when modified version is to be available from				Modified Version Available from	
Breakdown of notional study hours by type (Typically requires 10 hours of notional study time for 1 CATS credit)		Tutor-Led (Contact Hours)	Tutor-Directed Study	Self-Directed Study	TOTAL STUDY HOURS for this Module
		12	38	100	150
OTHER COURSES FEATURING THIS MODULE (please list below)					
MSc Global Strategic Marketing					

1 AIM OF THIS MODULE

- To enable students to reflect on their project management skills that they are applying to the Consultancy Project 1
- The students will be able to identify their current level of management development and use this as a basis on which to support their move into a more strategic level of corporate management

2 BY ENGAGING SUCCESSFULLY WITH THIS MODULE YOU WILL BE ABLE TO

1. Develop a clear understanding of your own strengths and weaknesses in relation to group work, time management, communication, operating under time pressure for a client brief and evaluating the output.
2. Recommend appropriate ways of implementing outputs from the consultancy project.
3. Develop a plan that will support future management development

3 THESE ARE EXAMPLES OF THE CONTENT OF THE MODULE

- Identification of individual management strengths and weaknesses
- Understanding the consultancy process
- Understand and analyse the concept of project management
- Look at how managers develop managerial competencies to support the move from operational to strategic marketing management

4 THESE ARE THE MAIN WAYS YOU WILL BE SUPPORTED IN YOUR LEARNING TO ACHIEVE THESE OUTCOMES

- Key concepts on the skills needed for group work and consultancy work will be discussed
- Students will be expected to identify their own profile of management skills by reflecting on their current level of development
- Reflection on the process of the live consultancy project will allow students to adapt their approach as the project progresses
- Regular meetings with supervising tutors to review project progress and offer the counselling, advice, education and encouragement needed will act as formative feedback and an indicator of progress

5 THESE ARE THE WAYS THAT WILL BE USED TO ENABLE YOU TO DEMONSTRATE YOU HAVE MET THE LEARNING OUTCOMES

An individual piece of work in the form of a diary-style document will be instrumental in helping students demonstrate their position at the beginning of the

consultancy process. This will then allow them to reflect on the process throughout, suggest changes and implement those changes whilst evaluating how they see themselves enhancing their original skills pool

TABLE A: ASSESSMENT TASK INFORMATION

ASSESSMENT TASK	% weighting of overall module mark	Duration of task / word count / length of exam	In-module retrieval available ?	Individual task pass mark ONLY IF OVER 40%**
Individual Paper	50%	3500 words	No	
Course 'conference' presentation (Group activity)	50%	Equivalent of 1500 words per person	No	

TABLE B: RE-ASSESSMENT TASK INFORMATION

ASSESSMENT TASK	% weighting of overall module mark	Duration of task / word count / length of exam	In-module retrieval available?	Individual task pass mark ONLY IF OVER 40%**
Individual, reflective based paper utilising material from the original submissions	100%	4500 - 5000 words	no	

6 THIS IS HOW YOU WILL BE GIVEN FEEDBACK ON YOUR PERFORMANCE

Feedback will be given on the process during the module to help students. The final written feedback will be in relation to the diary to support the student identified opportunities for strategic management development.

7 THESE ARE EXAMPLES OF THE KEY LEARNING RESOURCES YOU WILL USE

- Blackboard as a virtual learning environment to provide additional direction, stimulate thinking and to provide alternative core learning materials/approaches
- classroom VCR and AV equipment
- marketing strategy and research texts
- marketing and business journals
- paper-based and online databases of market and company information
- access to a PC and printer

7 To achieve a pass, you will...

Learning Outcome from Module Description	Below 40%	40-49%	50-59%	60-69%	70%
Develop clear understanding of current management skills & knowledge strengths & weaknesses	Unrealistic, inappropriate and poorly expressed understanding of individual skills & knowledge	Limited understanding of skills & knowledge, sufficient to begin planning	Current skills & knowledge clearly understood as a starting point for strategic marketing management development	Well developed framework of current skills & knowledge in place	All areas of skills & knowledge identified with ongoing development in some also identified.
Understand the role of project management to achieve desired consultancy output	Lack of understanding throughout the work	The process is understood	Understanding and limitations of the process clearly stated	Clear ability to use the process to manage the situation demonstrated	Excellent execution of management skills & knowledge to deliver required output
Identify relevant skills & knowledge required at strategic marketing management level	Gaps in the understanding of the required skills & knowledge for strategic management	Overall understanding of skills & knowledge demonstrated	Clear understanding of how skills & knowledge will aid strategic management development	Strong use of strategic marketing management focus to underpin role of identified skills & knowledge	Clear application of the strategic requirement for skills and knowledge to individual progress
Produce diary that details starting point of marketing management ability and finishes with individual development plan	Poor structure that does not clearly outline the development required or the reflection undertaken	Reflection or development unevenly addressed	Clearly written to demonstrate reflection and application as the work progresses	All application of reflection is supported by explanation in terms of moving from operational marketing to strategic marketing	Excellent use of the reflective process to clearly demonstrate the development and how this can continue in the future

