

MODULE DESCRIPTOR

TITLE	Project
SI MODULE CODE	44-6918-00L
CREDITS	20
LEVEL	6
JACS CODE	N800
SUBJECT GROUP	CORE
DEPARTMENT	Service Sector Management
MODULE LEADER	Dr. Kevin Nield

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	Placement (if applicable)	Independent Guided Study	Total Number of Study Hours
36		164	200

MODULE AIM

1. develop students' knowledge, understanding and analytical approaches to researching a problem in an ethical manner
2. develop skills in independent and interdependent learning.

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to

1. Specify an appropriate problem to solve, and to evidence this through appropriate bibliography;
2. Develop and justify an appropriate and ethical method of investigation to address the problem;
3. Accurately report, discuss and analyze the evidence generated through investigation;
4. Evaluate and discuss the evidence;
5. Structure and present a written document to publish the findings in a professional and scholarly manner;
6. Plan and execute work in a professional and ethical manner.

INDICATIVE CONTENT

1. Research and consulting skills;
2. Ethics;
3. Qualitative and quantitative research techniques, including the action research method;
4. Problem definition;

5. Project management;
6. Literature research
7. Writing-up reports and dissertations.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

This module will facilitate learning through a combination of lectures, learning sets, and individual tutorials. Key to the module will be the engagement of students in 'hands on' sector applied research, and generic research. Students will be expected to commence these activities and share their findings with their peer-group in learning sets.

It is expected that students will use their industry experience and industry contacts (gained through SWE, OCS etc) to identify soluble individual problems and classes of problems. Lists of problems will be also provided by tutors, particularly where the tutors seek to establish coherent and topic-focussed learning sets. From these each student will agree their own project.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Proposal	CW	0	1000	Y
2	Completed Project	CW	100	6000	N

FEEDBACK

Students will receive feedback on their performance in the following ways

Formative feedback will be provided throughout the module in the learning sets. Formative feedback will be provided by both the supervisor and peers in the learning set. Summative feedback will be provided in the first learning set after submissions of the proposal and via Blackboard for the final completed project. The summative feedback will be facilitated by the use of electronic proformas.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts
Key Text: Saunders, M., Lewis, P. and Thornhill, A. (2009), Research methods for business students, 5th Ed, Harlow: Prentice Hall
Recommended reading (books):
Brotherton, B, (2008), Researching Hospitality and Tourism, London: Sage
Long, J. (2007), Researching Leisure, Sport and Tourism, London: Sage
Woodside, A.G. (ed), (2007), Advances in culture, tourism and hospitality research, Oxford: Elsevier
Field, A., (2009), Discovering Statistics using SPSS. 2nd Ed., London: Sage
Richards, L., (2009), Handling Qualitative Data. 2nd Ed., London: Sage
Holliday, A., (2007), Doing and Writing Qualitative Research. 2nd Ed., London: Sage
Periodicals – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.
Journal of International Hospitality Management
Annals of Tourism
Cornell's Hotel and Restaurant Quarterly

SECTION 2 MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	Y
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	Sept 2013

MODULE DELIVERY PATTERN - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	Module Begins	Module Ends
Course Intake 1	September 2013	June 2014
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
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Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	

What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	
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MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

*Choose one only – module cannot include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N
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If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 2
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NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.	