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**Royal Docks School**

**of Business & Law**

**University of East London**

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| **HR6004: The Business Professional**  **Academic Year 2017/18** | |
| **Assessment Guide** | |
| **Term 1&2** | |
| Programme/Module Leader  Ann Olagundoye (FHEA)  [a.olagundoye@uel.ac.uk](file:///C:\Users\MsAnnO\Downloads\a.olagundoye@uel.ac.uk)  UH.1.05  **Student Hours:** Monday 11am -1 pm | |
| If you have any queries regarding the teaching or assessment for this module, please refer to (or e-mail) your seminar tutor in the first instance. Your query should be resolved at this level. You may e-mail Stephanie if your seminar tutor is unable to address your issue.  **In every case**: email using your webmail account. Our patterns of working means that you are less likely to be able to contact us by phone. | |
| **Other Tutors**  **Susan King**  [kingsusan148@gmail.com](mailto:kingsusan148@gmail.com)  **Student Hours:** Tbc |  |

**Assessment**

|  |  |
| --- | --- |
| **Project proposal** | **Employability**  **Review & Final Report** |
| 8.12.17  3.00 pm | 20. 4.18  3.00 pm |

[Retrieval Instructions](#_To_pass_this_1)

# ASSESSMENT

There is one assessment component for this module, but it involves a series of submissions that all contribute to the final mark: An overview of the assessment is in your module guide and repeated in [Appendix A](#_Appendix_A). You should familiarise yourself with this before reading on.

This document also contains descriptions of each stage of assessment, including [retrieval](#_To_pass_this) and a list where associated documents can be found is in [Appendix G](#_Appendix_f:_)

The Learning Outcomes assessed:

***Knowledge***

* 1. Demonstrate an understanding of the academic theory relevant to the project
  2. Appreciate the complexity and relevance of ethical issues when researching and managing a project

***Thinking skills***

* 1. Evaluate findings, draw appropriate conclusions from analysis of the data and make recommendations and/or develop solutions for problems identified

***Subject-based practical skills***

* 1. Develop professional employability skills to meet the needs of the project and career aspirations
  2. Reflect on skills developed in undertaking a report which may include commercial awareness, problem-solving and analytical skills, planning and organisation skills, meeting deadlines, research and information literacy skills, use of IT and academic writing skills
  3. Frame a project topic that takes due account of students’ resources, capabilities and interests
  4. Identify, evaluate and discuss the limitations of research methods and other barriers to completion of a satisfactory project

***Skills for life and work (general skills)***

* 1. Demonstrate the capacity to collect, analyse and interpret a range of data
  2. Communicate in a clear and structured manner

The following summarises the individual elements, and the title is a link to the full instructions.

### 1. [**Project Proposal**](#_The_Proposal)

|  |  |
| --- | --- |
| **Deadline** | 3 pm; 8.12.17 |
| **Weighting** | Formative |
| **Word count** | No more than 250 words |
| **Learning Outcomes** | 2, 6 and 7 |
| **Purpose** | To formalise the activity you are undertaking for your project develop the research question and provide literature to demonstrate its feasibility or the Management report if that is your preferred option. |

### 3. [Employability Review](#_Employability_Review)

|  |  |
| --- | --- |
| **Deadline** | 3 pm; 20.4.2018 |
| **Weighting** | 20% of your module grade. |
| **Word count** | No more than 1,000 words |
| **Learning Outcomes** | 1 and 4 |
| **Purpose** | To assess your preparedness for entering graduate employment in your preferred field and to undertake the individual project. The submission date is selected so that you would have had the opportunity to engage with the activities organised by the Centre of Student Success (CfSS) as well as the events organised by the Chartered Management Institute (CMI) in readiness to start applying for a graduate position for when you have graduated. Students who leave this activity until the end of term find it much harder to secure a post. |

### 4. [**Final report**](#_4._Final_report_1)

|  |  |  |
| --- | --- | --- |
| **Deadline** | 3 pm; 20.4.18 | |
| **Weighting** | 80% of your module grade. | |
| **Word count** | No more than 5,000 words | |
| **Learning Outcomes** | 5,000-word report | 3, 8 and 9 |
| 1,000-word reflection | 5 |
| **Purpose** | To demonstrate your competence carrying out independent research embracing the breadth of your learning. | |

­It is important that you understand the implications of this assessment structure:

* ***Late submissions:*** In **all** cases, submission made on the "up to 24 hours late" tab will result in a penalty of 5% of the marks for that element. [(See appendix C)](#_Appendix_C:_Submission)
* If you are more than 24 hours late submitting work for your initial stages and claim extenuation ***we will not be permitted to mark ANY of your work for the module if your claim fails.***
* If you fail to undertake the activities required for the employability section, you undermine your readiness to secure your graduate employment.

**The Individual dissertation.**

1. You should identify your research topic/question. At this stage you should seek to make the question specific and realistic. This means you should bear in mind the feasibility of completing the work within the word count.   
     
   I will repeat standard wording from the proposal form:

A supervisor cannot ***and must not*** decide what you are going to examine. It is your project and therefore, your responsibility to tell your supervisor which area you are going to investigate and give reasons why you have chosen the area. Your supervisor cannot lead you in any specific direction because this is *your project* and your problem identification skills need to be assessed. S/he can merely support and guide you to conduct your project successfully.

**Feedback**

The final distribution of projects will be published in Moodle no later than 15th December, 2018, although if at all possible a preliminary list will be published earlier and you will be advised of it through webmail / Moodle announcement.

You will have an opportunity to discuss your project with your seminar tutor in week 9 during the drop-in clinic.

[Back to overview](#_2._Project_Proposal)

# The project Proposal

The purpose of the proposal is to demonstrate that your intended project is academically acceptable and that you have identified what you need to do in order to achieve a successful outcome, building on the draft ideas submitted in the bid.

Your proposal form is at the end of this document and also in the assessment area. You are to complete the sections, following the guidance provided.

**The tasks / elements within the proposal are:   
Note:** The hyperlinks take you to more detailed information for specific project types that is in [Appendix B](#_Appendix_B:_the) . Please make sure you read the material relevant to your choice with care.

### 1 [**Report Title:**](#_1__Report_1)

##### [*Purpose:*](#_Purpose:)

##### [**Questions / Objectives**](#_Questions_/_Objectives)(No more than 3)

##### **2**. **What type of report are you intending to prepare?**

[Individual Project](#_Individual_project_/)

[Live Project](#_2._What_type_1)

### 3. **[Where will you look for your secondary data? Show how you believe that this is an appropriate source of data.](#_4._Where_will_1)**

### 4. [**How will you analyse your data?**](#_5._How_will)

This will be covered in the classes of week 8. You need to include the reasons for your choices.

### 5. [**List the Limitations of your research.**](#_6._List_the)

This should relate to the scope and validity of your work, rather than limitations that you as a student face.

### 6[**. Identify ethical issues that you might face**](#_7._Identify_ethical). Please refer to our ethical policy in [**Appendix F**](#_Appendix_F:_Ethics)

### 7. [**How are you going to deal with the limitations and ethical issues which you have identified?**](#_8._How_are)

### 8. [**Gantt Chart**](#_9.__Gantt)

These final points will be taught in your workshop of week 6. You should identify the specific issues that relate to your project when completing these sections.

### Please make sure you have read the submission details [**(Appendix D)**](#_Appendix_D:_)

## Feedback

Your marked proposal will be made available to you not more than 4 working weeks (20 working days) from the date of submission. You should discuss your feedback with your tutor.

Assessment Criteria for the proposal [Back to overview](#_3._Employability_Review)

Your work will be marked using the following rubric unless it is incomprehensible when the mark will be zero, or that proportion of the text that can be understood:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Marking Criteria** | **Bad fail**  **20%** | **Marginal fail**  **35%** | **Pass**  **45%** | **Good**  **58%** | **Very Good**  **70%** | **Exceptional**  **85%** | **Professional standard.**  **100%** |
| **Problem definition**  The research question and objectives. **30%** | No attempt to be precise **and** objectives that are not aligned | No attempt to be precise **or** objectives that are not aligned | Some attempt at precision and vague objectives | Precision clearly evident or objectives clearly defined | Precision clearly evident and objectives clearly defined or well aligned | Precision clearly evident and objectives clearly defined and well aligned | Problem statement and objectives Carefully thought through and clearly articulated |
| **Consideration of limitations and ethical issues 35%** | Scant consideration | Limited consideration, not aligned with the task | Obvious issues considered, not necessarily aligned with the task. | More than just the obvious issues considered, and aligned with the task. Logical responses. | Careful consideration of issues and thoughtful responses identified. | Thorough consideration of issues and appropriate responses identified | No room for improvement. |
| **Proposed method of analysis 35%** | Barely considered | Insufficient to inform action  No Gantt Chart | Just enough to guide the process  Gantt chart attempted | Enough to guide the process and basic reasons provided | Well defined and good reasoning  Detailed Gantt Chart | Carefully thought through including all stages in the Gantt Chart | No room for improvement |

# Employability Review and review of literature

The purpose of the employability review is to ensure that you have undertaken the necessary steps to prepare yourself for seeking graduate employment in term 2. There are a number of activities that are involved but no prescribed order. This is defined by individual preference and self-knowledge.

The initial tasks for your employability review are presented as a diagram in order ensure it communicates no indication of the order in which you should undertake the activities. Do not leave this assessment until last minute because some activities require planning for. The assessment sets out the minimum that you should undertake but you are free to take advantage of as many of the EMPLOY activities as you like.

You should append a review of literature for your project to your submission.

## The Required Activities for the employability review.

You should visit every activity in the diagram at least once, and an EMPLOY activity at least twice, in any order that you want. You should prepare a brief summary of your findings (no more than 75 words, but some could be a lot less) for each activity.

­These are advertised in emails UEL Direct by the Career and Student Employability Team

**YOU WILL FAIL** to satisfy "Breadth" in this assessment (worth 50% of the marks) if you do not attend any.

There is a skills audit in Moodle. It enables you to assess your current profile.

You should also consider your preferences and experiences.

Be honest. There is no mark for how you score yourself.

**Project demands**

**Initial  
graduate employment**

**Long term objective**

**Employment requirements**

**My profile**

C.V.

**Further   
training**

**Career Activity**

Where do you want to be in 5 years time?

Some elements in the skills audit relate to completing the project. Use these to consider whether you should be seeking extra support (See appendix C of the programme handbook).

What sort of post graduate work will you first be looking for?  
Where will you find related jobs advertised?

What should your CV emphasise?   
Does it need other attributes / experience?

This area relates to your current profile and the profile required for your desired work at both long and short term. Discuss any project related skill shortage you might have with your supervisor.

The qualities that are being sought in your work are breadth of engagement and cohesion. Wherever you start and whatever route you take, you should demonstrate how the findings from the activities link together in so that your plans are considered and informed. You should also provide evidence in the appendix

A sample of a part of a submission for this part of your assessment is in [Appendix E](#_Appendix_E:_Sample). This also indicates types of evidence.

##### **2. A review of literature (1250 words)** [Individual Project](#_3.__A)

### Please remind yourself of the submission details in [**(Appendix D)**](#_Appendix_D:_)

## Feedback

Your formative proposal will be made available to you not more than 4 working weeks (20 working days) from the date of submission.

## Marking Criteria for the Employability Review.

The following rubric will be used when marking your submission unless it is incomprehensible when the mark will be zero, or that proportion of the text that can be understood:

|  |  |  |
| --- | --- | --- |
|  | Breadth (25%) | Engagement (25%) |
| Bad fail  20% | No real engagement with graduate employability | Minimal connection between the different activities. |
| Marginal fail 35% | No Career and Employment event attended | No clear identification of intended area of employment. |
| Bare pass 45% | Evidence of attending one Career and Employment activity and the skills gap considered. | At least one instance of logical development of ideas. |
| Acceptable 58% | Missing no more than two activities and at least one Career and Employment event attended. | Ready to start looking for graduate employment although there is still room for enhancing any application |
| Good  70% | Every section visited as requested including undertaking two Career and Employment activities. | Ready to start looking for graduate employment and clearly looking to incorporate relevant experience and attributes in any application. |
| Excellent 85% | Missing one minor element of evidence | Carefully thought through every stage of the activity and incorporated revealed learning at every step. |
| Faultless 100% | Everything requested | Excellent integration of the ideas throughout |

## Marking criteria for the review of literature.

|  |  |  |
| --- | --- | --- |
| **Marking Criteria** | **Review of literature:  Breadth 25%** | **Review of literature: Argument 25%** |
| Bad fail  20% | Inappropriate focus | Barely any argument to be observed |
| Marginal fail 35% | minimal breadth and major errors or omissions | Fundamentally flawed argument. |
| Bare pass 45% | Incomplete breadth with some errors or omissions | Argument apparent but not necessarily robust. |
| Acceptable 58% | Adequate breadth with only a few errors or omissions | Clear attempt develop argument from reliable source material |
| Good  70% | Breadth is comprehensive, accurate, relevant | Very good development of argument with persuasive logic |
| Excellent 85% | Breadth is comprehensive, accurate, relevant and well informed | Excellent development of argument with persuasive logic |
| Faultless 100% | Breadth is excellent and informed by the highest level of scholarship | Excellent development of argument with utterly persuasive logic |

[Back to overview](#_4._Final_report)

# Final report

You have already been introduced to the nature of your report and in your proposal, you have identified its parameters and prepared the review of literature. Your supervisor will work with you to refine your proposal as necessary so that you know which report type you are submitting and you have a clear idea of what you are to undertake.

You should provide a **reflective account** in your appendices.

### You should also remind yourself of the submission details in [**(Appendix D)**](#_Appendix_D:_)

**Supervision**

You will be given appointments with your supervisor which you should respect as you would with your employer. Your meetings will be assessed on a continual basis through term 2 and the mark will be added to that of the bid for the "Professional competence" element of the grade.

The following will be assessed:

* Punctuality
* Mode of engagement e.g.:
  + If you are going to be late / unable to attend, have you emailed?
  + When you email, is the language and salutation professional?
* Preparedness
  + Has the requested progress been made?
  + Have documents that are to be discussed been sent by the requested date?

**Please note** that support from your supervisor is not expected to be very intensive. Once you have a project plan that your supervisor agrees is satisfactory you should be able to work with minimum supervision (this is emphasised in the learning outcomes). Being able to work independently is something employers look for in recruiting graduates and this piece of work is something you can use to provide evidence of being able to do this. Nevertheless, some contact with your supervisor is often helpful in ensuring your continued progress and ensuring that the markers' expectations are met.

Your supervisor will review your work for you on a regular basis but please be aware that supervisors are only obliged to read and offer commentary upon one draft per dissertation chapter, and students should ensure that draft work is of good quality and as close to a final draft as possible to receive the most value from feedback sessions.

**Please also be aware** feedback from your supervisor should be considered as guidance rather than a comprehensive effort to identify all errors.

The link below will take you to an outline of the associated requirements for your final submission.

[The Individual Project Report](#_To_pass_this)

# The Reflective account.

The project has been largely self-directed and has involved preparing yourself for graduate employment. Your final reflective essay should assess the skills used in delivering your project and identify those that could enhance any application you might make.

Before preparing your work, visit the Moodle site for the module and work through the material "Reflective Practice". This should help you understand the qualities in submission that will enable you to earn good marks. The positive development sought with this reflection is that of enhancing your ability to find graduate employment.

Your reflective account is only 1000 words. You will need to be very careful not to waste words if you are to get the depth we are looking for. You have been asked for a very short essay. It should contain no headings, apart from a title.

**Introduction:** 100 words.  
Be careful that you use the "necessary background" as an opportunity to outline the activity of completing the project rather than your position as a student. You do not need to explain the process of reflection, and do not use words to define the process.

**Main body:** 800 words.  
Do not repeat information given in the introduction. Keep a focus on answering the question. You should aim at providing a basis for recommendations.

If it helps you express more content with fewer words then you could consider tabulating your findings.

**Conclusion and recommendations:** 100 words.  
Your conclusion should briefly summarise the purpose of the essay and then explain how the learning about your skills development can be embedded in any job application. Your recommendations (to yourself) should stem from the material that is in the main body. There should be no surprises.

[Back to the Final Report](#_You_should_also)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Criteria | **Bad fail 20%** | | **Marginal fail 35%** | **Pass 45%** | **Good 58%** | **Very Good 70%** | **Excellent 85%** | **Exceptional 100%** |
| **Gathering Data 30%** | Irrelevant material. | | The nature of the entity benefitting from the idea has not been identified. | The nature of the recipient is evident, but significant details are lacking | The nature of the recipient and the infrastructure needed to support the idea are identified. | All the requisite information has been identified although further detail would have been useful | The requisite information has been identified at an excellent level of detail. | The requisite information has been identified at an exceptional level of detail. |
| **Analysis: 30%** | Insufficient awareness of appropriate principles, theories, evidence and techniques  Little evidence of critical engagement with the material | | Minimal awareness of the appropriate principles, theories, evidence and techniques.  Fails to demonstrate sufficient critical engagement with the material | Demonstrates an awareness of appropriate principles, theories, evidence and techniques.  Limited and underdeveloped critical engagement with the material | Good integration of a range of appropriate principles, theories, evidence and techniques  Shows some ability to critically engage with the material | Very good integration of a range of appropriate principles, theories, evidence and techniques  Some good insight into the material | Excellent integration of the full range of appropriate principles, theories, evidence and techniques  Goes beyond the material with very good conceptualization which is often original, innovative and/or insightful | Exceptional integration of the full range of appropriate principles, theories, evidence and techniques  Goes beyond the material displaying exceptional flair in tackling issues identified |
| **Writing Style**  **10%** | No real attention to the disciplinary norms of presentation | | No real attention to the disciplinary norms of presentation | Presentation which reflects professional practice in a limited manner | Presentation which adequately reflects relevant professional norms | Very good professional presentation demonstrating accurate language throughout | Excellent professional presentation demonstrating an excellent grasp of language skills | Exceptional professional presentation demonstrating an outstanding grasp of language skills |
| **Referencing**  **10%** | No citations or no reference list | | Some citations,  Only URL for web pages in the reference list | Clear attempt to adopt Harvard method but only but frequent errors. Poor rigour inadequate | Harvard methodology but not consistent.  Adequate rigour | Excellent referencing throughout in both style or rigour | Excellent referencing throughout in both style or rigour | Faultless referencing throughout in both style or rigour |
| **Reflective   account 10%** | No awareness of the transferable skills utilised in project | | Minimal awareness of some of the transferable skills utilised in project | Some awareness of some of the transferable skills utilised in project | Some insight and recognition of the transferability of skills utilised in project | Insightful and perceptive recognition of the transferability of skills utilised in project | Excellent and recognition of the transferability of skills utilised in project | Exceptional recognition of the transferability of skills utilised in project |
| **Professional Competence 10%** | | Your tutor will develop this mark based on your interaction during the term and your submission of your project bid. The rubric in Turnitin will provide a mark based on the above, but your tutor will moderate the mark and add the mark for professional competence manually. | | | | | | |

[Back to the Final Report](#_You_should_also) **On to** [What is needed to pass the module and retrieval instructions](#_To_pass_this_1)?

# The Individual PROJECT report

(5,000 words)

You have been given a choice regarding the nature of your report. However, it must contain elements that satisfy the learning outcomes of the module. The recommended format is provided below, but alternatives may be agreed between you and your supervisor:

The necessary components are:

* The framework of the research topic, namely the title, the purpose and the objectives.
* A review of literature. (This has already been completed in your proposal, and should be pasted into your appendices unaltered).
* Argument defending the method of enquiry
* Evidence of research using secondary data
* Critical reflection on the findings including consideration of:
  + Limitations
  + Corporate Social Responsibility (i.e. recommendations should be ethically acceptable)

The exact structure is dependent upon your choice of report, but the following guidance should be taken into consideration.

**Title Page:**The title page is in the assessment area in Moodle. Complete it with the following:   
***The Title of the project***: although the title of the project is a personal matter it should be one that reflects the subject;   
***Executive summary***: maximum 300 words (not included in the word count) of a summary of the report aim, approach, and results.

**Table of Content Page:**This page lists the main parts of the project together with their page numbers.

**Report Introduction** – To include Aim and 2-3 SMART Objectives.   
Here, you will set out the main reasons why your chosen topic is worth researching. The approach you take will depend upon the type of report you intend to produce.

***For a theoretical report*** (450 words): You will introduce the topic in question and also briefly identify the main theories and controversies within the subject area  
***For a feasibility study*** (450 words): You will explain the business opportunity / project that is under investigation and justify the need to conduct the study.  
***For a yardstick report:*** (up to 900 words): You will explain the problem for which you are seeking to develop a solution. This will include a large part of your secondary data. You could opt for a shorter introduction and reserve the precise description of the problem until later in the work.

**In every case** you should summarise what the review of literature in your proposal has answered and explain what is left to address.  
This should be followed by the aim and the 2-3 SMART objectives and a brief description of what the upcoming sections will be about.

**Research Methods or Method of inquiry** (300 - 500 words\*) In this section you should concentrate on establishing that the method you have chosen to achieve your aim and objectives is robust. This involves justifying your choice of report and explaining the source of your data including any sampling methods used. You should demonstrate that your research evidences good practice.

\*The variation is to accommodate the different levels of complexity in your work. Be concise and explain how you know the source of your data / the activities you are undertaking in order to complete your task is robust and ethical. Remember the purpose of this section is to enable your reader to have confidence in the validity of your conclusions. Use any words saved in this section wherever you can add quality (not necessarily quantity) to your work.

**Your subsequent research**This part of your work should be quite different from your review of literature. If you choose to use secondary data, it involves using material such as company reports, company web sites or newspaper articles. It is important that you establish it is reliable. Its use however will vary depending on the type of report you submit.

***For a theoretical report*** this would develop the case study in question. You should seek to use a variety of sources and make sure you have identified the issues that make your case study unique. You would also be permitted to include a further section to your review of literature that builds on the start you made in the proposal.

***For a feasibility study,*** you would investigate the extent to which the idea in question would be a viable venture and an acceptable solution to the problem in question. This could require both primary and secondary research.

***For a yardstick*** report this would form part of the introduction in describing the problem in question. More will be needed before appraising the theoretical solutions to the problem, because you will need to explain any particular characteristics that make the issue under investigation unique. You would also be permitted to include a further section to your review of literature that builds on the start you made in the proposal.

You should present your findings as succinctly as possible. The word count for this and the associated discussion is between 2,700 and 2800 words (depending on the choices you make in the earlier sections). You should bear in mind that it is the critical reflection / discussion that is of the greater academic value.

**Critical reflection on the findings / Discussion**This section is very important. It is where you demonstrate your ability to synthesise material and arguments from different sources that underpin the conclusions for your work. In this section you should also use corporate social responsibility as a benchmark against which to assess your findings. You should include reference to the review of literature in your proposal and appendix when developing your synthesis.

This is a challenging part of your work. The key to achieving success with this task is to ensure you contextualise your discussion with academic literature which will support your considerations, especially in terms of corporate social responsibility. You must also be careful to reference the supporting material that you use, as this is a section that will contain your supporting academic evidence for the arguments you make.

**Conclusion (450 words)**This chapter will summarise your conclusions and supporting arguments and also include reference to limitations to your research and provide any recommendations in terms of managerial implications and, if applicable, further research. It is a conclusion of the whole of your report.

Your recommendations (if they are appropriate to your report type) must be those that are revealed in the main body of your report. Remember you should not be introducing any new material at this point of your work.

**Bibliography** / Reference list: Referenced publications are listed in the bibliography alphabetically by author’s surname using the Harvard System as described in Cite them Right.

**Appendix(s):** should include your original review of literature and additional material such as; diagrams, figures and graphs which are too large to sit within the main body of the text should be provided in this section. **Remember** the conventions of academic literature apply to the appendices in the same way as they do to the main body of your work.

**Throughout:** develop report headings that are appropriate to your work. Apart from Introduction / Conclusions / Recommendations, the generic titles in this guide are not appropriate.

**Marking Criteria**Your project will be marked using a [rubric](#_Criteria) unless it is incomprehensible when the mark will be zero, or that proportion of the text that can be understood

**Feedback** will be provided within 20 working days of the date of submission.

[Back to the Final Report](#_You_should_also)

On to [What is needed to pass the module and retrieval instructions](#_To_pass_this_1)

## To pass this module:

You must achieve 40% for the entire assessment:

+ Employability Review x 20%  
+ Final report x 80%.

### How to retrieve this module

**If you fail to pass the module** your retrieval will involve improving your project work. The only element with a different question will be the reflection, and it is an essential part of your retrieval, even if you did well in the employability review aspects of your initial submission. Your new question will be:

Prepare a 1000 word essay in response to the following questions.

1. Critically assess the reason why you are needing to retrieve this module. To what extent does it reflect a weakness that could undermine your success in graduate employment?
2. If you were asked why you failed this module in an interview, how would you respond?
3. In what way can this failure be turned into an advantage?

**Advice regarding your retrieval.**

You will be entitled to one hour of support from your supervisor. Read your feedback and prepare any questions you might have about it before attending your appointment.

**The essay**

You are advised to revisit the reflective practice exercise in Moodle. The critical element of the essay is getting to the underlying cause of your failure. In this module you will have had an entire term to prepare your work. If your cause of failure is because of some event that happened near the submission date, it would raise the question as to why you did not have enough that could be submitted that could lead to a pass.

**Remember: Revisit the submission details (**[Appendix D](#_Appendix_D:_)**). They contain important information.**

The marking criteria will be the same as for the reflective account submitted in May but it will constitute 20% of the assessment.

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# Appendix A

At the start of **Term 1** you will be introduced to the **6000-word management project** (which includes a 1000 word reflection). Each business project option may be described as an example of applied research. In particular, each is designed to prepare you for work through an integration of business areas, and through the application of business theory and research to management practice. Business students have two options for the 5000 word part of their submission. Please refer to the assessment guide for the full explanation of what is required. This document only provides an overview.

## Option 1

The Individual Dissertation

The Individual dissertation is based on a research question chosen by you (and agreed by the project leader/supervisor). It is a **5000** word investigation into a business, financial or economic issue. It should have a strategic element - i.e. the research should be applied rather than theoretical. It may be based on primary or secondary research. You should not expect any assistance from academic staff in the identification of your choice of project. This should be something you develop yourself. You will however be given direction about how to develop the general aim into a research question.

The individual dissertation should be undertaken in a subject area for which you have already demonstrated competence. Some universities have already ceased to allow their students to undertake a dissertation at undergraduate and at postgraduate level because students tend to perform worse in this type of module than they would in a taught module.

Examples of reports completed in 2015/16 included:

* An evaluation of the effectiveness of Barclays diversity and inclusion strategy
* To what extent has the growth of sustainability changed consumer demand for locally sourced food and authenticity in restaurants?
* An evaluation of the impact of technology and social media marketing on Events Management
* The impact of changes in youth sub culture on marketing in the music industry
* A comparative analysis of financialisation in the UK and Japan and its impact on economic growth
* An evaluation of the impact of gender diversity on the financial performance of FTSE 100 companies

**Option 2**

**Management Report**

LEGO has been suffering steadily declining sales until this last quarter when it has shown some weak signs of improvement. You are to critically assess the extent to which adopting a practice employed by its competitors could help them recover lost ground.

**Your preparatory work** should involve looking critically at other organisations that you believe are comparable. Justify the reasons for your choice. A list is provided below only as an example. Do look beyond these. This could involve looking at a diverse range of toys organisations such as:

Mega Bloks Playskool My little Pony Fischer Price

Fine tune your list to no more than three organisations that you will utilise to suggest a strategic and operational direction that LEGO could take. Discuss your choice with your seminar tutor so that you may know you are on the right track.

**Your Task**

Your project and the management report that you will produce should cover:

* An analysis of the external environment
* An analysis of the internal environment
* An overview of the organisation (s) you have looked at and the rationale for choosing them.
* The positive features of these comparator organisations that form the basis of the approach you will suggest to LEGO.
* Critical Evaluation of the benefit the proposed approach could offer
* Your study should be presented as a management report to the CEO of LEGO.

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# 

# Appendix B: the Project Proposal

## 1 Report Title:

Like the title of a book, the title you select for your project should give a clear indication of what is involved.

## Purpose:

This should very briefly explain what you want the report to achieve.   
***For the individual project,*** it would outline the gap in literature and state why it needs to be addressed.

## Questions / Objectives (No more than 3):

These questions are very important. They help identify what is involved in the project. You should seek to develop up to three sub topics within the project. These should not expand your task, but they should help define it.

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## 2. What type of report are you intending to prepare? Individual project

If you are permitted to conduct an Individual Project, you will have a choice of three report types. These are summarised below:

|  |  |
| --- | --- |
| **A theoretical report.** | With this type of report you would research literature to identify the current state of understanding where theory is concerned. You would then investigate a case study of your choice to ascertain the extent to which patterns identified in theory is evident. The source of material for this part of the work would be company reports and web sites or similar secondary material. |
| **A feasibility study** | With this type of report you would be investigating whether a business opportunity should be exploited. You would explain the opportunity and then assess the associated benefits and risks. You should use a mix of theory and primary or secondary data to inform your report. |
| **A yardstick report** | This type of report enables the researcher to consider a variety of potential solutions to a problem. The problem is described and a range of theoretical solutions identified. These are then assessed to determine their suitability with respect to the particular characteristics of the problem. |

You should find that one of these structures is appropriate for your project. The decision you make will determine the structure of your report. Report types are the subject of the lecture in week 5. You are also advised to discuss this with your seminar tutor in your meeting in week 7.

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## 

## 3. A review of literature: Individual dissertation

The purpose of the literature review is to identify the extent to which prior research and academic literature answers the research question. It should be critical, and it seeks to achieve a slightly different task in each type of report.

The literature review will be covered in the workshop of week 6, where the characteristics of criticality will also be explored.

|  |  |
| --- | --- |
| **A theoretical report.** | With this type of report you would research literature to identify the current state of understanding where theory is concerned. You should start to get the review of literature in place in your proposal. |
| A feasibility study | The literature in your proposal should identify the extent to which the proposed action is possible |
| **A yardstick report** | You will not be able to complete the literature element of your project in the proposal alone. You should start investigating solutions to the issue in question in your proposal. |

## 3. [Back to Employability Review contents](#_2.__A)

## 4. Where will you look for your remaining data? Show how you believe that this is an appropriate source of data.

Most projects will involve the use of secondary rather than primary data, but misunderstanding its nature can undermine a student's ability to do well. The most common mistake is to return to literature, and provide a further review of literature.

**The source of secondary data in this part of your report should not be the same as literature**.

Once your review of literature is complete, you should be ***adding*** to literature. This means you need to be referring to data that has not already been used for a similar purpose by academics. It can take many forms including:

* Company web sites and reports
* Government documents
* National census reports
* Newspaper articles

What is important is that you consider the reliability of these sources.

Alternatively you will need to undertake primary research. You will need to explain how you will select your sample and what steps you will take to ensure the resultant responses are robust.

If you undertake primary research you will need to complete and submit an ethics form and will only be allowed to undertake the project once you are given permission by the ethics committee. If you undertake the work without such clearance your work will not be marked and you will receive a mark of 0.

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# Appendix C: Submission Deadlines

We strongly suggest that you try to submit all coursework by the deadline set as meeting deadlines will be expected in employment. However, in our regulations, UEL has permitted students to be able to submit their coursework up to 24 hours after the deadline. The deadline is published in this module guide. Coursework which is submitted late, but within 24 hours of the deadline, will be assessed but subjected to a fixed penalty of 5% of the total marks available (as opposed to marks obtained). If you submit twice, once before the deadline and once during the 24 hour late period, then the second submission will be marked and 5% deducted. This rule only applies to coursework. It does not apply to examinations, presentations, performances, practical assessments or viva voce examinations. If you miss these for a genuine reason, then you will need to apply for extenuating circumstances, or accept that you will receive a zero mark.

Further information is available in the Assessment & Feedback Policy at

<https://www.uel.ac.uk/Discover/Governance/Policies-Regulations-Corporate-documents/Student-Policies> (click on other policies)

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# Appendix D: General submission details for all work submitted to turnitin.

**Word Count.**

Your word count should not include your title or reference list.

It should be provided at the end of your submission. Provide an accurate word count. If your report does not appear to be of the correct length it will be checked.

If you significantly exceed the word count (outside the 10% tolerance), your work will be penalised, by the same percentage as the percentage by which the word count is exceeded. If your work is significantly shorter, then you will probably have failed to provide the level of detail required.

**Presentation**

Your work should be word processed in accordance with the following:

* Preferred font style, Lucida Sans, Calibri, or Dyslexie, font size 12
* 1.5 line spacing.
* The page orientation should be ‘portrait’ unless a diagram / chart is better displayed in a landscape orientation when the pages concerned can be rotated.
* Margins on both sides of the page should be no less than 2.5 cm
* Pages should be numbered
* Your name should not appear on the script.
* Your student number should be included on every page.

**Referencing**

As a student you will be taught how to write correctly referenced essays using**UEL's standard Harvard referencing system from Cite Them Right.** Cite them Right is the standard Harvard referencing style at UEL for all Schools apart from the School of Psychology which uses the APA system. This book will teach you all you need to know about Harvard referencing, plagiarism and collusion. The electronic version of “Cite Them Right: *the essential referencing guide”* 9th edition, can be accessed whilst on or off campus, via UEL Direct. The book can only be read online and no part of it can be printed nor downloaded.

*Further information is available at*

<https://uelac.sharepoint.com/LibraryandLearningServices/Pages/default.aspx>

**Submission to Turnitin of Work Submitted for Assessment**

Notice is hereby given that all submissions for components Project Proposal, Employability Review and the Final Report for this Module must be submitted to "Turnitin.” If you fail to submit Project Proposal, Employability Review and the Final Report to Turnitin, in accordance with the guidance provided on the Virtual Learning Environment (Moodle), a mark of 0 will be awarded for the component.

**Turnitin is an internet-based text matching service that has been developed by a commercial company. It is used, under license, by most UK Universities, including the University of East London. Work that is submitted to Turnitin generates a Turnitin Originality report, showing which parts of it have been reproduced from which sources. The system compares submissions to material that is to be found: on the world-wide web; in its database of previous submissions; and in its growing number of databases of published articles. You should not assume that a Turnitin Originality report with a low similarity index is evidence that the piece of work concerned is free from plagiarism.**

**Our policy on the use of Turnitin recognises the educational desirability that all of our students should enjoy the opportunity to self-submit their work to Turnitin (before submitting for assessment). We also recognise that Turnitin Originality Reports will sometimes assist in the identification of plagiarised work submitted for assessment.**

**Notice is hereby given that all submissions of reports for this Module must be submitted to Turnitin. Detailed guidance on how to submit your work to Turnitin will be made available on this Module’s Moodle site.**

**If you fail to submit your report to Turnitin, in accordance with the guidance on the Moodle site, you will be awarded a mark of 0NS for the component.**

**Submitting Assessments Using Turnitin:**

Turnitin is required for coursework assessments, such as report/research papers or projects in Microsoft Word, PowerPoint, and in PDF format. There are two main reasons we want you to use Turnitin:

* Turnitin can help you avoid academic breaches and plagiarism. When you use Turnitin ***before*** a submission deadline, you can use the Originality Report feature to compare your work to thousands of other sources (like websites, Wikipedia, and even other student papers). Anything in your work that identically matches another source is highlighted for you to see. When you use this feature ***before the deadline,*** you will have time to revise your work to avoid an instance of academic breach/plagiarism.
* Turnitin saves paper. When using Turnitin to electronically submit your work, you will almost never have to submit a paper copy.

**Late Submissions Using Turnitin**

Remember: UEL has permitted students to be able to submit their coursework up to 24 hours after the deadline. Assessments that are submitted up to 24 hours late are still marked, but with a 5% deduction. However, you have to ***be very careful when you are submitting your assessment***. If you submit your work twice, once using the original deadline link and then again using the late submission link on Turnitin, your assignment will be graded as late with the 5% deduction.

**Turnitin System Failure**

Best advice: Don’t wait until the last minute to submit your assessments electronically. If you experience a problem submitting your work with Turnitin, you should notify your lecturer/tutor by email immediately. However, deadlines are not extended unless there is a significant systems problem with Turnitin. UEL has specific plans in place to address these issues. If UEL finds that the issue with the system was significant, **you will receive an email notifying you of the issue and that you have been given a 24 hour extension**. **If you don’t receive any email that specifically states you have been given an extension, then the original deadline has not been changed.**

***If you fail to get your work submitted on time or up to 24 hours late:*** A further tab will allow you to submit work between 24 hours late and within a week of the deadline. You will only receive a mark for this work if a claim for extenuation is successful.

You will find information about how to make a claim for extenuation at: http://www.uel.ac.uk/qa/studentsarea/extenuation/

***For*** ***assistance in making a claim***, please go to the student union. Please do not refer to your module leader / seminar tutor for assistance. It is their job to uphold the deadline and they are not permitted to assist in extenuation claims.

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[Back to the Employability Review](#_Please_make_remind)

[Back to the Final Report.](#_You_should_also)

[Back to Retrieval work](#_To_pass_this)

# Appendix E: Sample employability review

The sample below is incomplete but should illustrate the desired qualities. Note the elements that are in italics. These illustrate where you can provide evidence of your activities.

You have been advised to keep your entries under 75 words. The longest one on this page is 61 words.

|  |  |
| --- | --- |
| 1 | My Profile |
| I enjoy public speaking and debating. I have a reputation for being logical and clear sighted. I have strong opinions. I do not like the idea of sitting behind a desk in a 9 - 5 job. I want it to be more varied and active. | |

|  |  |
| --- | --- |
| 2 | Long term objective |
| I have *taken psychometric tests* to find out suitable career choices. It listed teacher, lecturer and politician advertising. I like the idea of becoming a politician. | |

|  |  |
| --- | --- |
| 3 | Skills requirement |
| Politicians need to be diplomatic and be prepared to work long hours. They also need to be good time keepers. I am not good at timekeeping and find it hard to be diplomatic. I feel this would make this a poor choice for me. | |

|  |  |
| --- | --- |
| 4 | Initial post graduate position |
| The other career that I feel comfortable with is advertising*. I have researched 6 graduate entry positions* on <https://jobs.theguardian.com/jobs/advertising-agency/graduate/> and found that most positions are looking for confident applicants who are outgoing and independent. I would also need to learn how to network. | |

|  |  |
| --- | --- |
| 5 | EMPLOY |
| *I attended a networking event with* *EMPLOY* where I learned how to develop contacts. | |

|  |  |
| --- | --- |
| 6 | Further training |
| At the networking event I learned that I will need to keep records of my network if I am to be able to benefit from having a network. Without this, I will forget who the people I have met are, and would not be able to benefit from knowing them. I also need to learn how to create a LinkedIn profile. | |

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# Appendix F: Ethics policy.

The Research Ethics Committee must approve all research involving human participants before any such work commences. The principal role of the Committee is to represent the interests of participants involved in research projects and it regards the acquisition of informed consent from participants prior to the commencement of research as extremely important. Researchers should ensure the confidentiality of personal information relating to the participants in research, and that the research complies with any legal requirements such as those of the Data Protection Act.

Many professional associations have ethical codes and guidelines for their conduct of research and UEL personnel are expected to act in accordance with such standards.

All staff and students involved in research projects that involve groups of children and vulnerable adults as subjects or that take place on premises where children and vulnerable adults are present will require Criminal Records Bureau clearance.

This includes staff involved with the supervision of student projects, who will, in order to carry out their duties effectively, need to have contact with students and supervises in the presence of the children and vulnerable adults, or on premises where children and vulnerable adults are present.

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# Appendix G: Associated documents

In the Assessment area of Moodle you will find:

Project proposal form

Employability Review Template

Final Report Front sheet template:   
 *It consists of the front sheet and an appendices reminder*

In the Resources area of Moodle you will find:

Ethics form

Skills audit form

Record of supervision form

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