

Module specification

Title	Capstone Project				
Code	MBB7010M	School	York Business School	Cost centre	2703
Level	7	Credits	60	Available for incoming study abroad	Yes
Pre-requisites¹	None			Barred combinations	N/A

Total number of study hours for the module:	600
which will include the following:	number of hours:
timetabled contact	35
placement	N/A
field trips	N/A
other - please give further detail below:	
Independent study and supported open learning – 570 hours	

Rationale
<p>The Capstone Project is designed to enable students to develop an advanced ability to select, define, research, analyse, develop solutions and reach evidence-based conclusions to an issue relevant to their programme of study by undertaking an independent research project. It will allow students to select a wholly academic option or an applied business consultancy option.</p> <p>The Capstone Project is a multifaceted module that will allow you to undertake a number of different routes through to completion of the course. The aim of this module is to encourage you to select a route where you can demonstrate the understanding and knowledge gained from the course and how this can be applied in a practical or theoretical way in a particular setting or context. The two possible routes -</p> <ol style="list-style-type: none"> 1. Dissertation 2. Business Consultancy Project <p>This module provides further input about research methodology and an opportunity to research in depth, through supported individual study and tutor led workshops, an area of individual choice. It is intended that this module will enable you to extend your studies in an area or areas of the programme previously completed, or into a new area of study, through negotiating a research or business consultancy topic with the allocated supervisor. The module will also provide an opportunity for you to critically reflect on your personal learning experiences over the Master's study period within a conference setting.</p> <p>Upon successful completion of the module you will be able to:</p> <ul style="list-style-type: none"> • Identify, plan, design and conduct an individual project, underpinned by independent research, directly relevant to their programme of study. • Collect, analyse, interpret and evaluate data and information generated by the research activity • Communicate findings which meets academic standards at degree level and professional standards of presentation

Title(s) of awards to which the module contributes	Award Programme Learning Outcome(s) to which the module is mapped (PLO4.1, PLO5.3 etc.)
MSc Entrepreneurship and Innovation	PLO7.7, PLO7.8
MSc Entrepreneurship and Innovation (with year in industry)	PLO7.7, PLO7.8
MSc Human Resource Management	PLO7.7, PLO7.8

¹ A module that must have been taken but no requirement that it must have been passed.

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MSc Human Resource Management (with year in industry)	PLO7.7, PLO7.8
MSc International Business	PLO7.7, PLO7.8
MSc International Business (with year in industry)	PLO7.7, PLO7.8
MSc International Fashion Marketing	PLO7.7, PLO7.8
MSc International Fashion Marketing (with year in industry)	PLO7.7, PLO7.8
MSc Leadership and Management	PLO7.7, PLO7.8
MSc Leadership and Management (with year in industry)	PLO7.7, PLO7.8
MSc Project Management	PLO7.7, PLO7.8
MSc Project Management (with year in industry)	PLO7.7, PLO7.8
MSc Project Management (online)	PLO7.7, PLO7.8
MSc Marketing	PLO7.7, PLO7.8
MSc Marketing (with year in industry)	PLO7.7, PLO7.8
MBA	PLO7.1, PLO7.7, PLO7.8
MBA (with year in industry)	PLO7.1, PLO7.7, PLO7.8
MBA Finance	PLO7.1, PLO7.7, PLO7.8
MBA Healthcare Management	PLO7.1, PLO7.7, PLO7.8
MBA Project and Operations Management	PLO7.1, PLO7.7, PLO7.8
MBA Quality Management	PLO7.1, PLO7.7, PLO7.8
MBA Strategic Human Resource Management and Leadership	PLO7.1, PLO7.7, PLO7.8
MSc Digital Marketing and Data Analytics (online)	PLO7.1, PLO7.6
MSc International Hospitality Management	PLO7.7, PLO7.8
MSc International Hospitality Management (with professional experience)	PLO7.7, PLO7.8

Assessment (include expected word length for written work and duration for examinations)			
#	type	description	weighting
1	Written work	Report (12,000 words)	80%
2	Presentation	Presentation (15 minutes)	20%
Qualified failures (for modules with more than one summative assessment component delete as applicable) In order to pass the module, students must achieve at least:			
<ul style="list-style-type: none"> a mark of 20 in each component and an overall pass mark 			

Indicative content
<p>This is a self-directed study module and students will work independently to produce an academic dissertation or consultancy project with the support of an appropriate academic supervisor.</p> <p><i>Academic Dissertation Route:</i></p> <p>Identifying and refining a research question; developing a research proposal; research project management; business research methods and practice; data collection and analysis; preparing and presenting an academic dissertation</p>

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Consultancy Project Route:

The practice of management consulting; business research methods and practice; negotiating a scope of work; developing a research proposal; data collection and analysis; preparing and presenting a consulting report; consulting project management; managing expectations

In addition:

- Development of appropriate study skills
- Identification of data collection strategies with clear stages, demonstrating project management abilities and an awareness of research ethics;
- Appreciation of a range of data collection tools and development of tools for individual study;
- Appreciation and practical application of a range data analysis techniques;
- Research investigation layout, writing and presentation;
- Negotiating a scope of work;
- Approaches to research and framing the research questions, aims and objectives.
- Qualitative and quantitative research methodologies.
- To critically reflect on learning over the period of Master's study.

Reading list *(insert link)*

Manville, G., Matthias, O. & Campbell, J., 2017. Management Consultancy Insights and Real Consultancy Projects. Routledge

Babbie, E., 2014. The practice of social research. 14th Edn. Belmont: Thomson/Wadsworth

Wickham, P.A. & Wickham, L., 2012. Management consultancy: delivering an effective project. 4th Edn. Harlow: Pearson Education Limited

Kessler, H.E., 2013. Management theory in action: real-world lessons for walking the talk. New York: Palgrave MacMillan

Burtonshaw-Gunn, S., 2010. Essential Tools for Management Consulting: Tools, Models and Approaches for Clients and Consultants. Wiley ebook

Sekaran, U. & Bougie, R., 2013. Research Methods for Business: A Skill-Building Approach. Chichester: Wiley

Bell, E., Bryman, A. & Harley, B., 2018. Business Research Methods. 5th Edn. Oxford: Oxford University Press

Easterby-Smith, M., 2018. Management and Business Research. 6th Edn. Sage

Cresswell, J.W. & Cresswell, J.D., 2018. Research Design: Qualitative, Quantitative and Mixed Methods. 5th Edn. Sage

Saunders, M.N.K., Lewis, P. & Thornhill, A., 2015. Research Methods for Business Students. 7th Edn. Pearson

Version		In use from		to	
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External examiner code:

Module specification

Fee profile:	
Date approved:	

Notes