

MODULE:	INTEGRATED BUSINESS PROJECT
Semester:	II (Spring)
Stage:	1
Number of Credits:	4 semester credits/6 quarter units
Theme:	Business Environment
Assessment Weighting:	100% Coursework

INTRODUCTION

This module is designed to develop the students' understanding of how the theoretical aspects of business that are presented and advanced in other modules can be applied to a practical business project. It is specifically designed to engage students in business research and to develop and advance their ideas on a group basis. As a first year module, the breadth and depth of commercial analysis undertaken is expected to be modest. However, the module provides an invaluable primer for more rigorous business plans in subsequent stages. The module also plays a critical role in advancing the students' personal development and management skills through their participation with other students.

AIMS

The aims of this module are:

- To enable students to develop business ideas to project proposal and presentation stage
- To provide an opportunity for students to integrate their learning from other modules in an applied business project / proposal
- To develop the students' business research skills.
- To develop the students' overall business perspective by requiring them to consider the many interrelated aspects of business operations
- To develop the students' business acumen through the timely completion of a business project
- To provide a practical focus for the students' research skills developed on related modules.

LEARNING OUTCOMES

On completion of the module students will be able to:

- Research business ideas and practices
- Present their findings clearly to others, both in writing and orally
- Manage their time more effectively
- Work effectively in groups
- Recognise the interdependence of interrelated business disciplines (e.g. finance, marketing, legal, etc.)
- Appreciate the benefit of conducting business analysis to support successful business activity

ASSESSMENT

This module will be assessed by entirely on the basis of the project work undertaken (100%). Marks for the project will be further divided as follows:

20% Research

20% Project Management Report (this will require the student to maintain and submit a learning log in relation to their contribution to the overall project)

40% Project Proposal (Written Submission)

20% Project Presentation

The final written project / proposal is expected to contain 2000 to 2,500 words (not including associated appendices). The research and preparatory work undertaken to support the proposal should also be made available for review. Students are expected to present their findings clearly and succinctly by means of a short slide presentation and to defend their project to an assessment panel by means of a Q&A session.