

Module Details	
Module Title	Executive Development and Research Skills (DL)
Module Code	MAL7047-A
Academic Year	2024/5
Credits	10
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Directed Study	70
Online Lecture (Synchronous)	13
Online Lecture (Asynchronous)	12
Seminars	5

Availability	
Occurrence	Location / Period
DLA	University of Bradford / Non Standard Year

Module Aims
<p>The module aims to:</p> <ul style="list-style-type: none"> <li>* Prepare Students for research projects: Equip students with the necessary skills and knowledge to successfully undertake the Management Research Project.</li> <li>* Develop Executive Skills: Enhance students' executive skills such as strategic decision-making, leadership, and effective communication.</li> <li>* Promote Research Skills: Foster students' ability to conduct independent research and develop comprehensive project proposals.</li> <li>* Enhance Communication Skills: Improve students' ability to effectively present their research findings and recommendations to a professional audience.</li> </ul>

## Outline Syllabus

Introduction to Project Management Principles and Research Methodologies

\* Overview of project management concepts and research methods

Selecting a Management Issue for Investigation

\* Choosing a relevant management issue for research

Designing a Research Strategy

\* Methods for planning and structuring research

Data Collection and Analysis

\* Techniques for gathering and analysing data

Comprehensive Project Report Writing

\* Guidance on writing project reports (e.g., Traditional Thesis, Business Plan, etc.)

Effective Communication of Results

\* Strategies for presenting findings and recommendations to professionals

Reflection and Practical Implications

\* Encouraging students to reflect on their learning process and practical implications for management practice

## Learning Outcomes

Outcome Number	Description
01	Gain a clear understanding of what is expected in a Management research Project, and how it applies to executive roles.
02	Understand and apply appropriate research methods for a management project, with an emphasis on strategic decision-making at the executive level.
03	Create a comprehensive project proposal that outlines the intended area of study, research methods, and expected outcomes, demonstrating strategic thinking and planning skills.
04	Develop the skills to effectively present their project proposal and anticipated findings to an executive audience, enhancing their communication and persuasion skills.

## Learning, Teaching and Assessment Strategy

The learning and teaching strategy for this module is designed to provide a rich, immersive, and interactive learning experience that caters to diverse learning styles. Here's how we plan to achieve this:

**Lectures:** Lectures will introduce key concepts and theories, with opportunities for discussion and questions. This ensures a solid theoretical foundation.

**Practical Workshops:** Workshops will focus on the practical application of theories and concepts. Students will work on tasks related to project planning, proposal writing, and presentation preparation.

**Group Discussions and Peer Learning:** Regular group discussions will be facilitated to encourage peer learning. These discussions provide an opportunity for students to share ideas, challenge each other's thinking, and learn from diverse perspectives.

**Independent Study:** Students will be expected to undertake independent study to prepare for sessions, conduct research for their project, and complete their assessments. This promotes self-directed learning.

**Personal Tutor Support:** Each student will be assigned a personal tutor who will provide academic guidance and support throughout the module. This ensures personalized attention and assistance.

**Online Learning Resources:** A range of online resources will be made available to students, including lecture slides, reading materials, and additional learning resources. This supports flexible, self-paced learning.

**Formative Feedback:** Students will receive formative feedback on their project proposal before the final submission. This helps students understand their strengths and areas for improvement.

This blended learning approach ensures that students are actively engaged in their learning, and are well-prepared for their MBA Management Project.

The main assessment for this module is a project proposal. The proposal should clearly outline the student's intended project, including the research question, methodology, and expected outcomes. The proposal will be evaluated based on its clarity, feasibility, alignment with the principles of the circular economy, and its relevance to executive decision-making and strategic planning.

### Mode of Assessment

Type	Method	Description	Weighting
Summative	Coursework - Written	Final project proposal for submission to the MBA (2000 words)	100%

### Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

#### Please note:

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*