

H9IPP: Industry Practicum Project

Module Code:	H9IPP
Long Title	Industry Practicum Project APPROVED
Title	Industry Practicum Project
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	20
Module Coordinator:	CORINA SHEERIN
Module Author:	Sinead O'Sullivan
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Critically apply inquiry skills and best industry practice when faced with real marketing or business problems or issues as prefaced by the live industry/marketing project.
LO2	Evaluate extant literature and industry models/constructs available and apply to creatively troubleshoot dynamic marketing problems/issues.
LO3	Critically evaluate and select the appropriate research method for gathering empirical data relevant to the problem/issue under investigation and analyse said data in order to draw appropriate conclusions and recommendations.
LO4	Formulate rigorous explanations for the research findings and present and defend findings and conclusions to both a technical and non-technical audience made up of academic and industry peers.
LO5	Work cohesively in groups, and also to lead and delegate specific tasks/roles and function as part of multi-disciplinary teams thereby reflecting the real working environment in the organisation, planning and development of business solutions.
LO6	Effectively present and defend recommendations, both verbal and textual with regards to executive summary style presentations, marketing pitches and business and/or management reports.
LO7	Reflect on the learning journey and appraise one's own role within the group in terms of personal responsibility and professional codes of conduct and ethical behaviour.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
Defining the research/business problem & developing a project plan. n/a			
Developing the Business Plan/Solution n/a			
Business Research Methods n/a			
(Elective) Quantitative Research Methods n/a			
(Elective) Qualitative Research Methods n/a			
(Core) Data Analysis/Formulation of Strategies & Tactics n/a			
Presentation and Pitching n/a			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Project	% of total:	60
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: Each group is required to submit an industry practicum report which is approximately 10,000 words. The practicum report should provide a detailed dissemination of the constituent parts of the problem; the methodological approach taken in addressing the problem and rationale for same; a detailed analysis of the data/issue/problem. It is a requirement that primary research must be undertaken as part of the project. Thereafter a detailed analysis of findings and development of strategy/plan for resolution of the issues/ problem.			
Assessment Type:	Presentation	% of total:	25
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5,6
Non-Marked:	No		
Assessment Description: Each group is asked to present their project problem and findings to a panel of experts including the client. The group will be questioned on the viability of the proposal and the process of data analysis and strategy formulation. Candidates will also be assessed on the basis of their ability to present/pitch effectively.			
Assessment Type:	Reflective Journal	% of total:	15
Assessment Date:	n/a	Outcome addressed:	7
Non-Marked:	No		
Assessment Description: Each candidate will be asked to keep a reflective journal for the duration of the practicum. Individuals are asked to reflect on their own personal learning journey. In particular they are asked to reflect on their own role within the group, their own professional behaviour as a group member, their personal strengths and weakness within the group and how that evolved and the professional and ethical code of business conduct adopted by the group.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only			
This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Seminars	No Description	24	Every Week	24.00
Independent Learning Time	No Description	476	Every Week	476.00
Total Weekly Contact Hours				24.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Bryman, A. and Bell. (2015), Business Research Methods, 4th. Oxford University Press.</p> <p>Burns, A. and Bush, R.F.. (2013), Marketing Research International Edition, 7th. Pearson Education.</p>	
<i>Supplementary Book Resources</i>	
<p>Christensen, L.B., Burke Johnson, R. and Turner, L.A.. (2015), Research Methods, Design and Analysis Global Edition, 12th. Pearson Education.</p> <p>M.Saunders, P.Lewis and A. Thornhill. (2012), Research Methods for Business Students, 6th. Pearson Education.</p>	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
<p>[Website:], Electronic Journal of Business Research Methods, http://www.ejbrm.com</p> <p>[Website:], American Marketing Association, http://www.marketingpower.com</p> <p>[Website:], European Society for Opinion and Market Research, http://www.esomar.net</p> <p>[Website:], Market Research Society, http://www.marketresearch.org.uk</p> <p>[Website:], AC Nielsen Research, http://www.acnielsen.ie</p> <p>[Website:], Amarach Research Consultancy, http://www.amarach.com</p>	
Discussion Note:	