Advanced Business Project

This module aims to:

- Equip students with the skills required for the development, preparation, investigation and presentation of their major project and other research projects.
- Enable students to further develop independent learning skills and demonstrate their capacity for sustained individual effort and ability to analyse, synthesise and evaluate the data pertinent to the chosen research topic.

Learning outcomes

On completion of this module, students will be able to:

- Study a business related issue independently using own initiative and take a reflective approach to the learning process.
- Collect appropriate primary and secondary data in a responsible manner while adhering to ethical research guidelines.
- Analyse, critically evaluate and synthesise data, ideas and information.
- Identify a solution to the business issue which should address the need for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.
- Display a depth of understanding of the subject researched and communicate ideas in a clear and coherent way.

Syllabus

Research Methods

This taught section of the module will develop students' understanding of the nature of research and approaches to research methodology as covered in Business Investigation, introducing and exploring primary data collection in line with ethical guidelines. Students will be encouraged to identify and formulate a suitable problem into a research framework with an accompanying research design.

Advanced Business Project

In this section of the module students will undertake an in depth investigation of between 5-7500 words into an area of business, allowing them to build on skills and subject expertise developed in levels 4 and 5 (or equivalent). This will necessitate the student working independently and being self reliant.

Students will research, develop and present their project for assessment following the submission guidelines. The area of study will be the choice of the student although the area of study, methodology, assessment and proposed outline of work will have to be approved by the project tutor/team before any research is conducted.

Learning and teaching methods

The Learning and Teaching Methods for the Module follow the intended online delivery Strategy for the Programme as a whole.

The module will be delivered through the provision of specified reading materials which shall be provided on the virtual learning platform, which shall be supported by lecturecasts and synchronous Q&A sessions.

Students will be provided with indicative guidance on, and encouraged to look at, relevant websites which are appropriate to the module, and to identify and share appropriate web-based resources as learning support references with their fellow students and as indicators of their individual learning contexts with their tutors.

<table>
<thead>
<tr>
<th>Description of unit of assessment</th>
<th>Length/Duration</th>
<th>Submission date</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>Discussion Forum 1</td>
<td>2 weeks - 10 posts</td>
<td>End of Unit 2</td>
<td>10%</td>
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<tr>
<td>Research proposal</td>
<td>1,200-1,500 words</td>
<td>End of Unit 7</td>
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<tr>
<td>Discussion Forum 2</td>
<td>2 weeks - 10 posts</td>
<td>End of Unit 14</td>
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<tr>
<td>Project report + reflection</td>
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<td>End of Unit 18</td>
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<tr>
<td>Reflection - Part 1</td>
<td>500 words</td>
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<tr>
<td>Reflection - Part 2</td>
<td>1,000 words</td>
<td>End of Unit 18</td>
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