



Module code	ABP	NQF level	6
Credit value	15	Study duration	9 weeks

Advanced Business Project

This module aims to:

- Understand the nature of research in business and the ways in which it can contribute to business success
- Learn how to generate research ideas then turn them into projects and how to write a research proposal with clear objectives
- Understand the purpose and importance of a critical literature review in research and be aware of available sources
- Understand the importance of careful research design
- Look at the differences between the key data collection techniques and analysis procedures and explore why these are not mutually exclusive
- Become aware of issues regarding access to those taking part in research and general ethical issues in research
- Understand the need for sampling, become aware of a range of sampling techniques and be able to assess the extent to which it is reasonable to generalise from a sample
- Identify the range of available secondary data and appreciate how they can be used to help answer research questions plus acquire the skills to locate and evaluate secondary data
- Understand the role of observation as a method of data collection and identify types of observation and their pros and cons - become aware of different types of research interview, where they can be useful and their limitations
- Learn the advantages and disadvantages of questionnaires as a data collection method - become aware of the range of questionnaires and techniques and how to put these into action
- Identify the issues you need to consider when preparing quantitative data for analysis and when analysing by computer
- Develop strategies for data analysis via computer
- Learn how to structure and organise a research report, looking at appropriate format, structure and style

Learning outcomes

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

- demonstrate an appreciation of the nature of research, and of alternative approaches to it
- demonstrate an understanding of the basic principles for ethical research
- critically evaluate and use the findings of existing research
- investigate, consider and analyse data sources
- study independently using your own initiative and develop a structured approach to manage the outcome of a project
- apply effectively your knowledge, skills and understanding to a variety of familiar and unfamiliar situations
- display a depth of understanding of the subject researched and communicate ideas in a clear and coherent way
- demonstrate your ability to analyse, evaluate and synthesise ideas and information
- reflect on the practice of self directed working and learning

Module code	ABP	NQF level	6
Credit value	15	Study duration	9 weeks

Advanced Business Project

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.

Description of unit of assessment	Length/Duration	Submission date	Weighting
Discussion forum 1	2 weeks - 10 posts	End of Unit 2	10%
Research proposal	1,200-1,500 words	End of Unit 7	20%
Discussion forum 2	2 weeks - 10 posts	End of Unit 14	10%
Project report + reflection			60%
Project report	5,000-6,000 words	End of Unit 18	45%
Reflection - Part 1 - Students reflect upon the peer-reviewed feedback they have received from the other learners.	500 words	End of Unit 18	5%
Reflection - Part 2 - Students reflect upon the experiences, knowledge and skills they have gained from completing the module - using a reflective model of their choice.	1,000 words	End of Unit 18	10%