

Module title: Advanced Business Project

Module code:	ABP	NQF level:	Level 6
Credit value:	30 credits	Study duration:	18 weeks

Module description

This module is designed to give you an understanding of the nature of research and how it is used in business. By the end of the module you will have gained the skills required to source and design research plus analyse, evaluate and interpret data from that research. This will enable you to develop and prepare your own research project from thinking of a topic and setting research objectives to presenting your findings in a clear and meaningful way.

Aims

This module aims:

- 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 on-line 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.

Assessment

Description of unit of assessment	Length / Duration	Submission Date	Weighting
Project Proposal	1,500-2,00 words	End of Unit 6	20%
2 x Interim Progress Reports	500-700 words	End of Units 13 and 16	10%
Completed Project	5,000-7,000 words	End of Unit 18	60%
Learning Statement	1,000-1,500 words	End of Unit 18	10%