

Applied Business Research

Module Code:	BAM7001-B
Academic Year:	2018-19
Credit Rating:	20
School:	School of Management
Subject Area:	Business and Management
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	24
Tutorials	24
Directed Study	152

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 3 (June - Oct)

Module Aims

To develop the competencies of students to critically appraise a business problem and to plan and conduct relevant research, both individually and co-operatively, leading to an applied entrepreneurial solution:

- (i) a conceptual understanding which enables you to analyse and evaluate published research
- (ii) a conceptual understanding of appropriate research designs
- (iii) a systematic understanding of data collection and analysis methods to enable you to apply research methods concepts and skills to your own research projects.

Outline Syllabus

Understanding and Evaluating published research

Introduction and managing the research process

Research design and methodologies

Research skills

Questionnaire design

Quantitative research

Qualitative research

Designing a rigorous research proposal for realising entrepreneurial opportunities.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1
 - a. Demonstrate knowledge of systematic approaches to problem solving;
 - b. Demonstrate a critical understanding of the role of information/data in informing business decision making;
 - c. Demonstrate an understanding of the different types of data and their application in the context of business and social enterprise
 - d. Demonstrate knowledge of a wide range of data collection and analytical techniques, including qualitative and quantitative
 - e. Apply ethical considerations to research activities.
- 2
 - a. Critically appraise research, information and reports to support the formulation of solutions to problems in business and society at large;
 - b. Scope a project and develop a research plan that is achievable within the defined constraints of time, cost and quality;
 - c. Identify and select appropriate methods of data collection and analysis for a range of problems in the context of business and social enterprise.
 - d. Use data and information to appraise the feasibility of an entrepreneurial opportunity.
- 3
 - a. Lead and work within a team to develop applied solutions to real-world problems
 - b. Demonstrate and apply adaptability and originality in finding innovative solutions
 - c. Effectively communicate innovative ideas and information to a wider audience orally and in writing.

Learning, Teaching and Assessment Strategy

Lectures and seminars will provide you with the information required to enhance your knowledge and gain critical awareness of business research methods (LO 1a, 1b, 1c, 1d, 2a, 2b, 3a, 3b). Seminars will provide you with the opportunity to examine, assess and solve real world research problems and to develop practical skills in constructing research based solutions to practical business problems (LO 1a, 2a,b,3a). Seminars and lectures will also enable you to develop skills in addressing practical research problems and issues through engagement with live projects in local, social and international contexts (LO 1b,1c,3a, 3b). You will also be able to practice and consolidate those skills through the development of an assessed project proposal, (LO 1a, 1b, 2a, 2b, 3a, 3b). ESD is explicitly covered throughout the module, through lectures and the case study element of seminars. Topics covered

include, research ethics, plagiarism and socially responsible research (LO 1e).

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Individual Assignment	0-4000 words	100%	Yes

Legacy Code (if applicable)

MAN4966D

Reading List

To view Reading List, please go to [rebus:list](#).