

Business and Research in Practice

Module Code:	OIM7033-B
Academic Year:	2018-19
Credit Rating:	20
School:	School of Management
Subject Area:	Operations and Information Management
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	24
Tutorials	12
Directed Study	164

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

The aim of this module is for you to develop business and research skills and develop competence in leading the investigation of problems and issues faced by business. It is concerned with the development of a range of skills needed for successful management practice and for effective leadership. These include investigative thinking, negotiation, brainstorming, critical thinking and decision-making skills. Also opportunities to develop a wider range of team working, interpersonal and associated skills connected with developing personal effectiveness will be provided. The module hence seeks to develop strategic management and research skills and provides opportunities for applied learning and continuous professional development through:

- (i) applying techniques, tools and approaches in order to analyse and evaluate business issues at operational and strategic levels;
- (ii) a conceptual understanding of appropriate research designs needed in business and management;
- (iii) a systematic understanding of data collection and analysis methods to enable you to begin to apply research methods concepts and skills to your own research projects.

Outline Syllabus

The module will broadly cover: understanding business and management strategically and the role of business research; understanding effective working, interpersonal skills, leadership skills, negotiation, decision making and planning; understanding research design and methodologies; research skills for secondary literature and using data from databases; conducting a literature review; Questionnaire design; Quantitative research I (theoretical aspects); Quantitative research II (practical aspects); Qualitative research I (theoretical aspects); Qualitative research II (practical aspects); preparing a research proposal; and, course review.

Module Learning Outcomes

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

- 1 Demonstrate and reflect the importance of business life skills in professional context.
- 2 Demonstrate an ability to analyse and make suitable decisions in a variety of settings.
- 3 Develop a research conceptual framework to investigate business and management issues.
- 4 Understand the significance and appropriate use of different research methodologies.
- 5 Demonstrate an understanding of data collection and analysis techniques.
- 6 Write a research proposal conforming to ethical standards and for social responsible research.

Learning, Teaching and Assessment Strategy

This module will involve lectures and seminars covering the content of the module. There are two assignments weighted at 50% each.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
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Summative	Coursework	Research proposal.	0-2500 words	50%	Yes
Summative	Coursework	Reflective Learning Log.	0-1500 words	50%	No
Formative	Coursework	Formative feedback will be provided on the draft outline of summative assessments.	0-300 words	%	No

Legacy Code (if applicable)

Reading List

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