

Module code: MOD003351	Version: 1 Date Amended: 02/Mar/2012
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1. Module Title
Research Applications in Global Business

2a. Module Leader	2b. Department	2c. Faculty
Null	Department of Leadership and Management	Lord Ashcroft International Business School

3a. Level	3b. Module Type
7	Standard (fine graded)

4a. Credits	4b. Study Hours
15	150

5. Restrictions			
Type	Module Code	Module Name	Condition
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Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description
The international business environment provides a wide range of information for managers and stakeholders and an increasingly key skill for managers is the ability to identify scan, collect, analyse and synthesise sources of information to form the basis of communication and decisions. This module provides the foundation for international business research and the core analytical skills required by business professionals to maximise the value of information. Students will develop the skills to understand business information requirements, the veracity and validity of different sources of a variety of information sources. This module will help students to develop the ability to analyse and report on research findings. Students will be given the opportunity to demonstrate their ability to: - Formulate a research design - Identify valuable sources of primary and secondary business information - Collect and organise business information - Analyse quantitative and qualitative data - Evaluate, synthesise and report on research One of the key focuses for the design of this module has been to develop students lacking in practical business experience in the culture and sources of business information. This module will enable them to critically analyse the usefulness of the data to identify valuable information and analyse the information effectively and provides a foundation for further integrated study to produce reports and case studies. This module is assessed through a 4,000 word management report.

6b. Outline Content
- Research methodology and design; - Business information types and sources - Statistical tools and techniques - Analysis and evaluation of quantitative and qualitative information - Business reporting

6c. Key Texts/Literature
Key Text: Allan Bryman, Emma Bell, 2011, Business Research Methods 3 Ed, OUP Oxford Other: Jill Collis, Roger Hussey, 2010, Business Research: A Practical Guide for Undergraduate and Postgraduate Students, 3 Ed, Palgrave Macmillan Jon Curwin, Roger Slater, 2007, Quantitative Methods, A Short Course, Thompson Mark Easterby-Smith, Richard Thorpe, Paul Jackson, Andy Lowe, 2008, Management Research, 3 Ed, Sage Colin Fisher, 2010, Researching and Writing a Dissertation: An Essential Guide for Business Students, 3Ed, Pearson Nigel Ford, 2011, The Essential Guide To Using The Web For Research, Sage Robert Lomas, 2011, Mastering Your Business Dissertation, How to Conceive, Research and Write a Good Business Dissertation, Routledge Morris, C. 2008, Quantitative Approaches in Business Studies 7th Edition, London, Prentice Hall Nial O'Dochartaigh, 2011, Internet Research Skills, 3Ed, Sage Richard Pears, Graham Shields, 2010, Cite Them Right, The Essential Referencing Guide, 8 Ed, Macmillan The Neil Salkind, 2010, Excel Statistics, A Quick Guide, Sage Mark Saunders, Adrian Thornhill, Philip Lewis, 2009, Research Methods for Business Students, Financial Times
<i>Last Updated:</i>

6d. Specialist Learning Resources
N/A

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Critically appraise key sources of information produced by and about global businesses.
2	Knowledge and Understanding	Apply research and analysis methods and techniques available for business analysis.
3	Intellectual, practical, affective and transferrable skills	Critically analyse and evaluate the range of information sources and content to identify appropriate and valuable business information.
4	Intellectual, practical, affective and transferrable skills	Analyse and interpret results obtained from the application of research and analytical methods and to appropriately present the findings.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2016/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	12	1-4	Teacher managed learning - 2 hours weekly or equivalent
Other teacher managed learning	12	1-4	Teacher managed learning - 2 hours weekly or equivalent
Student managed learning	126	1-4	Student managed learning - 126 hours
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)
Details:	INDIVIDUAL MANAGEMENT REPORT - 3,000 WORDS				
Individual Management Report - 3,000 words Compensation not allowed London College of Accountancy					

**In order to pass this module, students are required to achieve an overall mark of 40%.
In addition, students are required to:**

(a) achieve the qualifying mark for each element of fine graded assessment of as specified above
(b) pass any pass/fail elements