

TITLE	Business Research Proposal														
CODE	BUS8101														
LEVEL															
CREDITS	20														
PRE-REQUISITES	None (other than specified in entry criteria)														
AIM	<p>This course is designed to allow students to pursue a particular area of study or to undertake a project relevant to their workplace or area of interest. Students are required to identify a suitable supervisor from the academic staff within the university and in consultation with them, nominate a substantial project that will incorporate significant theoretical issues as well as providing practical experiences relevant to their career development. The project should involve original, independent, creative, and scholarly activity by the student. This course should only be attempted by experienced students who have a clearly focused project they wish to use to further develop their subject specialisation. The work undertaken in this project will develop an appropriate methodology to carry out the project, and may include gaining additional practical or technical skills, or researching the theoretical context for the study.</p>														
LEARNING OUTCOMES	<p>At the end of this component, students will be able to:</p> <ol style="list-style-type: none"> 1. identify suitable research topics 2. undertake independent research 3. demonstrate appropriate communication skills 4. report research outcomes. 														
CONTENT	<p>The content consists of the following topics:</p> <p>Project Part A: Project topic, scope, & introduction</p> <p>Project Part B: Major literature review & discussions.</p>														
ASSESSMENTS	<table border="1"> <thead> <tr> <th>Description</th> <th>Weighting</th> <th>Learning Outcomes Assessed</th> </tr> </thead> <tbody> <tr> <td>ASSIGNMENT 1 (Group)</td> <td>30%</td> <td>1, 2, 3 & 4</td> </tr> <tr> <td>ASSIGNMENT 2 (individual)</td> <td>70%</td> <td>1, 2, 3 & 4</td> </tr> <tr> <td></td> <td></td> <td></td> </tr> </tbody> </table>			Description	Weighting	Learning Outcomes Assessed	ASSIGNMENT 1 (Group)	30%	1, 2, 3 & 4	ASSIGNMENT 2 (individual)	70%	1, 2, 3 & 4			
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RECOMMENDED RESOURCES	<p>Collins, J. & Hussey, R. 2014. Business research: A practical guide for undergraduate and postgraduate student. 4th ed. New York: Palgrave, Macmillan Education.</p> <p>Zikmund, W.G., Babin, B.J., Carr, J.C., & Griffin, M. 2017. Business Research Methods. 9th ed. South Western USA: Cengage Learning.</p>														