

**Summary Information**

<b>Module Code</b>	5502YPCBSC
<b>Formal Module Title</b>	Research and Analysis for Business
<b>Owning School</b>	Business and Management
<b>Career</b>	Undergraduate
<b>Credits</b>	10
<b>Academic level</b>	FHEQ Level 5
<b>Grading Schema</b>	40

**Module Contacts****Module Leader**

<b>Contact Name</b>	<b>Applies to all offerings</b>	<b>Offerings</b>
Tonci Grubic	Yes	N/A

**Module Team Member**

<b>Contact Name</b>	<b>Applies to all offerings</b>	<b>Offerings</b>
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**Partner Module Team**

<b>Contact Name</b>	<b>Applies to all offerings</b>	<b>Offerings</b>
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**Teaching Responsibility**

<b>LJMU Schools involved in Delivery</b>
LJMU Partner Taught

## Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

## Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	33

## Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-PAR	PAR	September	12 Weeks

## Aims and Outcomes

<b>Aims</b>	To prepare students for the level 6 project, the module aims to enable students to develop a research proposal on a topic of their choice.
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## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Analyse a range of research topics in order to identify, justify and develop the most relevant, original and feasible research topic.
MLO2	Identify relevant literature in order to produce a critical evaluation of that literature.
MLO3	Analyse a range of research methodologies in order to apply the most suitable in addressing a chosen research question.

## Module Content

Outline Syllabus
Defining the Research Topic Identifying the Relevant Literature Critically Reviewing the Literature Deciding the Research Strategy and Methods Using Secondary Data Collecting Primary Data Analysing Data Quantitatively and Qualitatively Negotiating Ethics and Access Planning a Timescale And Use Of Resources

## Module Overview

### Additional Information

The module aims to develop student skills in the research process. Working as an individual, students will work on a real research problem which will develop student skills in questionnaire design, team work, the analysis of quantitative and qualitative data and the production of a comprehensive research report.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Research Proposal	100	0	MLO2, MLO3, MLO1