

Liverpool John Moores University

Title: INTERNATIONAL BUSINESS PROJECT
Status: Definitive
Code: **6015BUSHM** (111373)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Martine Shepherd	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 6.00
Total Learning Hours: 120
Private Study: 114

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Tutorial	6.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Project	100.0	

Aims

To develop a capacity for original research and independent learning through the investigation of a specific issue or problem in the field of international business.

Learning Outcomes

After completing the module the student should be able to:

- 1 Research and analyse a business problem or issue.
- 2 Identify and justify appropriate research methods

- 3 Identify possible solutions
- 4 Select the most appropriate solution and put forward realistic recommendations
- 5 Produce a report in accordance with module specifications

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

CW 1 2 3 4 5

Outline Syllabus

Individual topics

Learning Activities

Tutorial support and guidance

References

Course Material	Book
Author	Liverpool Business School
Publishing Year	0
Title	'Project Guide'.
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	K, Howard and J.A., Sharp
Publishing Year	2002
Title	'The Management of a Student Research Project'.
Subtitle	
Edition	
Publisher	Gower.
ISBN	

Course Material	Book
Author	A.D. Jankowicz
Publishing Year	2000
Title	'Business Research Projects'
Subtitle	
Edition	

Publisher	International Thompson Business Press
ISBN	

Course Material	Book
Author	John E Sussams.
Publishing Year	1998
Title	'How to Write Effective Reports'.
Subtitle	
Edition	
Publisher	Gower.
ISBN	

Course Material	Book
Author	M.Saunders, P.Lewis, and A.Thornhill
Publishing Year	2000
Title	'Research Methods for Business Students'.
Subtitle	
Edition	
Publisher	Financial Times Prentice Hall
ISBN	

Notes

Honours level project for BAIBS students.