

## Liverpool John Moores University

Title: BUSINESS STUDIES PROJECT  
Status: Definitive  
Code: **6702SERCBS** (123155)  
Version Start Date: 01-08-2022

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Hilary Bishop	

**Academic Level:** FHEQ6  
**Credit Value:** 40  
**Total Delivered Hours:** 12  
**Total Learning Hours:** 400  
**Private Study:** 388

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	8
Seminar	4

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Dissertation	Disser	The Final Dissertation 7000 Words	70	
Report	Report	Project Proposal 1000 Words	10	
Essay	Essay	Literature Review 2000 Words	20	

### Aims

*To enable students to research a business problem or issue within an academic context.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Research and analyse a business problem or issue
- 2 Develop a research proposal
- 3 Produce a structured report

### **Learning Outcomes of Assessments**

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

Dissertation	1	3
Report	2	
Essay	1	

### **Outline Syllabus**

*Students choose a business problem or issue, which may be related to work undertaken on placement year or on a part time basis, or which may be desk based research. Students will be expected to:*

*Identify and justify appropriate research methods.*

*Undertake a literature review.*

*Collect, collate and analyse appropriate research data.*

*Reach conclusions and make recommendations where appropriate. Produce a structured report.*

### **Learning Activities**

Lectures covering generic issues: the proposal (covered in detail at level 5 in the Research methods module), use of SPSS, the project write up. Individual meetings with tutors providing guidance on the management of the research and production of the project.

### **Notes**

This module enables final year students to apply their knowledge and skills to a properly researched business problem or issue.

For sandwich students, the project focus normally relates to work undertaken in the placement year. Non-sandwich students may base their project on links to a company through, for example, part-time employment, or may conduct a desk based project.

All students must submit a proposal to module leader for their intended project. (See module guide for proposal requirements).

Feedback will be given to students after project assessment and the programme assessment board, via a mark/feedback form, compiled by the project supervisor. Assessment criteria for the project are detailed in the module handbook.