

Liverpool John Moores University

Title: BUSINESS STUDIES PROJECT
Status: Definitive
Code: **6702SERCBS** (123155)
Version Start Date: 01-08-2021

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.