Applied Business Research

Module Information

2022.02, Approved

Summary Information

Module Code	7105LODMBA
Formal Module Title	Applied Business Research
Owning School	Leadership and Organisational Development
Career	Postgraduate Taught
Credits	10
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
Leadership and Organisational Development

Learning Methods

Learning Method Type	Hours
Workshop	24

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks
SEP-MTP	MTP	September	12 Weeks
SEP_NS-MTP	MTP	September (Non-standard start date)	12 Weeks

Aims and Outcomes

Aims	The aim of the module is to provide students with an understanding of how to design and produce applied business research scholarly-practitioner projects. The module will support and provide foundations for the final element of the programme, the applied business consultancy project.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate a critical awareness of recent theory and processes required to complete a practitioner led applied business project
MLO2	2	Evaluate and justify options related to the preparation of a practitioner led applied business project
MLO3	3	Assess the importance of a relational approach when designing, conducting and reporting on the impact of organisational business research

Module Content

Outline Syllabus	• Insider Business Research• Systematic Literature Reviews – Meta Analysis• Synthesising Results of Multiple Studies• Using Secondary/On-Line Data• The Foundations for Structuring and Evaluating Research Projects: Quantitative and Qualitative Research Design and Analysis, Validity, Ethical Considerations.
Module Overview	
Additional Information	Part of MBAFor Students on the Apprenticeship (SLMDA - 36518) the following standards are covered - H5 Professional

Assessments

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

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Joanne Vincett	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings