

Liverpool John Moores University

Title: Applied Business Research
Status: Definitive
Code: **7105LODMBA** (128277)
Version Start Date: 01-08-2021

Owning School/Faculty: Leadership and Organisational Development
Teaching School/Faculty: Leadership and Organisational Development

Team	Leader
Natalie Marguet	Y

Academic Level: FHEQ7
Credit Value: 10
Total Delivered Hours: 24
Total Learning Hours: 100
Private Study: 76

Delivery Options

Course typically offered: S1 & S2 & Summer

Component	Contact Hours
Workshop	24

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Maximum 2,500 word research report	100	

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.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

Individual Written Report 1 2 3

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.*

Learning Activities

Workshops will have an action-learning core with tutor input and flipped classroom environments. Critique of application of theory to practice and critical reflection

Notes

Part of MBA