

### Summary Information

Module Code	7505UPGMBA
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
LJMU Partner Taught

### Partner Teaching Institution

Institution Name
UpGrad Education Private Limited

### Learning Methods

Learning Method Type	Hours
Online	24

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
APR-PAR	PAR	April	12 Weeks
JAN-PAR	PAR	January	12 Weeks
SEP-PAR	PAR	September	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.
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**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 MBA

## Assessments

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

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Natalie Marguet	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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