

## ADVANCED BUSINESS RESEARCH METHODS

Unit Reference Number	J/616/2726
Unit Title	Advanced Business Research Methods
Unit Level	7
Number of Credits	20
Total Qualification Time	200 Hours
Guided Learning Hours (GLH)	100 Hours
Mandatory / Optional	Mandatory
Unit Grading Structure	Pass / Fail

### Unit Aims

The aim of this unit is to develop learners' ability to prepare for various types of academically based management research through the development and design of a research proposal. Learners will develop a critical understanding of the philosophical, practical and ethical concepts of research within the context of the business environment.

### Learning Outcomes and Assessment Criteria

Learning Outcomes – the learner will:	Assessment Criteria – the learner can:
1. Be able to develop research approaches in a relevant context.	1.1 Appraise business research problems. 1.2 Develop and justify appropriate research aims and objectives within a defined scope and timeframe. 1.3 Critically explore, select and justify research approaches.
2. Be able to critically review literature on a relevant research topic.	2.1 Critically analyse different theoretical approaches to a research problem. 2.2 Create a structured and thorough critical literature review.
3. Be able to design business research methodologies.	3.1 Critically evaluate relevant research methodologies to reflect the research objectives. 3.2 Design an appropriate methodology in terms of the research objectives for a defined population. 3.3 Justify the methodology selected in terms of the research objectives within agreed ethical guidelines.
4. Be able to develop a research proposal.	4.1 Create a research question, literature review and methodology. 4.2 Propose techniques for use with quantitative and qualitative data collection and analysis.

### Task 1 of 1 - Research Proposal (AC 1.1, 1.2, 2.1, 2.2, 3.1, 3.2, 3.3, 4.1, 4.2)

There is no scenario for this assignment.

Instead, you must propose an independent, small scale research project about an area of interest to you within a relevant Strategic Management and Leadership context.

Ideally, the research proposal should deal with an opportunity or a problem at an organisation where you have worked at previously or are currently employed in.

You are advised to check with your tutor that your choice is appropriate.

## Instructions

In this task, you will need to produce a research project proposal in which you address the following:

### 1. Introduction

- Introduce the problem or opportunity with supporting data and trends.
- Clearly explain the background to the problem or opportunity, and justify the reasons for, and the value of, the research to your employer and the wider academic community.
- Outline the research project's aims and objectives.
- State the limitations and scope of the proposed research.

### 2. Literature Review

- Critically review key literature and recent academic publications around the subject area discussing key definitions, current theoretical frameworks, and research carried out in similar areas.
- Develop a conceptual and theoretical framework for the research from the literature review explaining how and why it supports and informs your approach the research process.

### 3. Research Methodology

- Explain and justify your research approach and strategy.
- Data collection:
  - Discuss data collection methods.
  - Select the instrument, design it and justify an appropriate method with an outline of a pre-test/pilot to be included as an appendix.
  - Clearly outline the administration of the data collection process.
- Population and Sampling: Define the research population, sampling strategy and clarify access to respondent issues.
- Data Analysis: Describe and justify how you propose to analyse and report the results and findings of your research with a discussion about reliability and validity and the management of error.

### 4. Statement of Ethics

- Discuss access to respondent issues, permissions from organisation to conduct research, confidentiality, rights of withdrawal, consent, management of data security etc.

### 5. Timeline

- Develop a plan using GANTT Chart from start to completion of the research.

### Delivery and Submission:

- 1 x MS Word Research Proposal – 2500 words excluding TOC, diagrams, references and appendices

### Referencing:

- Each section must reflect any supporting Harvard style citations.
- A comprehensive Harvard style reference list must be included at the end of the work.
- An extended bibliography of at least twenty academic, journal and industry relevant sector sources to be included at the end of the end of the work.

Evidence to be submitted:

- MS Word Research Proposal - 2500 words