

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Bachelor of Arts (Honours) International Business with Marketing (Top-Up) Awarded by Teesside University
Module Title	Undergraduate Business Research Methods Top Up
Module Syllabus No. (if any)	BIN3020-N
Content	The module seeks to develop skills in research methods applicable to business and related areas. It is concerned with those disciplines associated with qualitative and quantitative research methods. The module focus will enable students to plan for an undergraduate level project.
No. of Teaching Hours	Contact Hours – Lectures, Seminars & online activity (12 x 3) = 36 Independent Preparation, pre-reading and analysis = 60 TOTAL = 96
Teaching Methods	Lectures, Tutorials, Case-studies analysis, Research Journals Articles, Group Discussion.
Assessment Methods and Weightages	100% coursework
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	Davis & Pecar (2013) Business Statistics Using Excel 2e Supporting Website:
Additional Reference Texts (if any)	http://global.oup.com/uk/orc/busecon/business/davis_pecar2e/ Bryman & Bell (2011) Business Research Methods Chapter 3 'Planning a research project and formulating research questions. Supporting Website: www.oxfordtextbooks.co.uk/orc/brymanbrm3e
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Evaluate the relevant processes, design strategies and methodologies involved in the execution of a business-related project. Appreciate the use and limitations of intellectual tools, models and modes of analysis relevant to a particular discipline.
2	Assess a range of both quantitative and qualitative research tools and techniques.
3	Identify appropriate research samples.
4	Develop research questionnaires and develop appropriate interview strategies
5	Analyse secondary data. Draw conclusions about a particular topic drawing upon the analysis of a topic. Relate the analysis to the context of the literature on a particular topic. Analyse both qualitative and quantitative data.
6	Identify and select appropriate sources of information, evaluate appropriate data collection methods and techniques of analysis. Undertake a self-initiated investigation.
7	Prepare a formal written proposal to undertake a project. Gather information, assess its adequacy and evaluate the meanings or explanations that it may possess.
8	Undertake an analysis of a particular topic by making use of appropriate methodologies. Acquire and use intellectual and conceptual frameworks, major theories and the essential knowledge and understanding of a projects subject. Acquire and use intellectual and conceptual frameworks, major theories and the essential. Demonstrate an ethical approach to research. Evaluate the elements of a research proposal.

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.