

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Bachelor of Arts (Honours) Business Innovation & Management (Top-Up) Awarded by University for the Creative Arts (UK)
Module Title	Business Research
Module Syllabus No. (if any)	EBIM6002
Content	Managing the Research Project Choosing the Research Topic Defining Your Research Perspectives Your Literature Review Methodology into Practice Analysis and synthesis Writing up and presentation
No. of Teaching Hours	36 hours (12 X 3hrs)
Teaching Methods	Lectures, tutorials, case-studies, workshop, and group discussion
Assessment Methods and Weightages	70% coursework; 30% Oral assessment and presentation
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	Beech, J. (2015) Doing Your Business Research Project. London: Sage.
Additional Reference Texts (if any)	Wilson, J. (2014) Essentials of Business Research: A Guide to Doing your Research Project (2nd Ed.) London: Sage. Saunders, M. and Lewis, P. (2017) Doing Research in Business and Management: An Essential Guide to Planning your Project (2nd Ed.) Harlow: Pearson. Bryman, Alan, (2015) Business research methods: Oxford University Press, [2015]
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Determine a research project, including its aims, scopes, and objectives.
2	Demonstrate further understanding of how to synthesise the relevant conceptual and methodological techniques.
3	Present your research outcomes
4	Demonstrate further understanding of how to synthesise the relevant conceptual and methodological techniques and apply them to a research specification.
5	To provide you with knowledge of how to formulate a research specification
6	To allow you to develop knowledge and skills in data collection.
7	To allow you to develop knowledge and skills in data collection and analysis with a justified research design.
8	To demonstrate how you evaluate and present research findings .

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.