

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

Course	Master of Business Administration (University of Northampton)
Module Title	Business Management Research Project
Module Syllabus No. (if any)	STRM059
Content	Introduction to Management Research. Introduction to the case study technique Sourcing secondary material. Case Technique and Research philosophies and approaches. Negotiating access and research ethics. Primary research /Analysing quantitative data. Writing skills
No. of Teaching Hours	30
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion
Assessment Methods and Weightages	AS1 - Management Research Project - 100%
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	Please refer NILE at: <a href="https://nile.northampton.ac.uk">https://nile.northampton.ac.uk</a>
Recommended Text	A. D. Jankowicz (2004) - Business Research Projects.
Additional Reference Texts (if any)	-
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Identify, understand and deploy various research methodologies, both quantitative and qualitative, in order to conduct research into a range of management problems and issues.
2	Critically examine and articulate the importance of the varying philosophical positions that influence management research and the researcher
3	Identify and apply the key data triangulation techniques required to analyse business case problems, plans and issues.
4	Demonstrate and enact the chief ethical considerations that impact management research.
5	Apply a range of quantitative and qualitative research techniques to management problems and issues.
6	Use appropriate software such as SPSS and Nvivo to analyse quantitative and qualitative data. Source, identify and critically review primary and secondary data material
7	Develop and demonstrate the ability to work independently and to manage the entire research process from question formulation through to analysis and interpretation of results.
8	Develop and demonstrate an appropriate report writing style that balances the demands of brevity, comprehension and criticality and is appropriate for both academic submission and for corporate requirements. Develop report presenting skills in both written and oral forms including defence strategies and summarising skills.

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.