

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Master of Science in Business Analytics Awarded by University of Northampton
Module Title	Business Research Project
Module Syllabus No. (if any)	BS0M077
Content	Research process, and conceptual frameworks - Research methods, designs and methodologies - Data collection methods - Use of digital sources within the context - Data analysis software applications such as NVIVO and SPSS - Research Ethics - Academic referencing - Effective academic writing.
No. of Teaching Hours	-
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion
Assessment Methods and Weightages	Project report (15000 words)
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University calendar
Recommended Text	Business Research Methods - Alan Bryman, Emma Bell, 2015
Additional Reference Texts (if any)	--
Additional Remarks (if any)	-

No.	Learning Outcomes/Aims
1	Undertake an extensive examination of theory, conceptual frameworks and relevant literature to synthesis best practice with the chosen project approach, outcomes and recommendations.
2	Critically evaluate, justify and apply methodologies of data collection and data analysis to define and solve problems in a selective and critical manner.
3	Formulate an academically rigorous and practically feasible research proposal using ethical methods, setting out the detailed parameters for the proposed independent research project.
4	Produce and justify a well-defined, evidence-based, analytical, professional and structured narrative account of the project with recommendations for practice improvements.
5	Manage a prolonged course of independent research and related study in an orderly and effective manner.
6	Reflect on and evaluate own strengths, limitations and performance measured against own and external judgment criteria and the implications and their relevance for ongoing personal and professional development.
7	The purpose of this module is to offer the opportunity to the learners to develop skills in completing an investigative research project.
8	The students will use their project management skills, their specialist skills gained in other modules, and they will work towards successfully completing the capstone project of their master's degree.

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.