INTERNATIONAL QUALIFICATIONS AND ASSESSMENT CENTRE (IQAC)

«Approved»

2025 y. «___» _____

Programme	**Level 5 Extended Diploma in Strategic Business Management (RQF)**		
Unit Number/ Unit Title	**UNIT 12 BUSINESS RESEARCH PROJECT**		
Cohort Code:	L05BRP-U12		
Unit Level	LEVEL 5		
Total GLH	Total qualification time 200/ Total Guided learning hours 90/ Self-guided learning hours 110		
Credits/Hours	20 CATS /10 ECTS		
Lecturer			
Start Date		**End Date**	

Unit Aims	This unit aims to enable students to plan and conduct an independent research project on a relevant business issue, applying appropriate methodologies, data collection and analytical techniques to draw meaningful conclusions.
Differentiation Strategies *(e.g. planned activities or support for individual learners according to their needs)*	Various approaches to addressing the various identified students' needs will be adopted throughout the lesson. Such will include: 1. Progressive tasks 2. Digital resources 3. Verbal support 4. Variable outcomes 5. Collaborative learning 6. Ongoing assessment 7. Flexible-pace learning

Equality & Diversity	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.
Safeguarding & Prevent	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.
Health & Safety	SIRM H&S policies will be maintained.
Learning Resources	**Teaching and Learning Materials**
	Saunders, M. N. K., Lewis, P., & Thornhill, A. (2019). "Research Methods for Business Students." Pearson. Bryman, A., & Bell, E. (2019). "Business Research Methods." Oxford University Press. Sekaran, U., & Bougie, R. (2016). "Research Methods for Business: A Skill-Building Approach." Wiley. Easterby-Smith, M., Thorpe, R., & Jackson, P. R. (2015). "Management and Business Research." Sage Publications. Cooper, D. R., & Schindler, P. S. (2019). "Business Research Methods." McGraw-Hill Education.

Learning Outcome	Assessment Criteria
LO1. Leaner will be able to define research objectives and scope.	AC 1.1: Clearly define research objectives, questions, or hypotheses. AC 1.2: Establish the scope and boundaries of the research project. AC 1.3: Ensure alignment between research objectives and the overall purpose of the study.
LO2. Learner will be able to conduct a comprehensive literature review.	AC 2.1: Conduct a thorough literature review, identifying relevant theories, concepts, and prior research. AC 2.2: Critically analyse and synthesize existing literature in the field. AC 2.3: Identify gaps or areas requiring further exploration in the literature.
LO3. Learner will be able to choose appropriate research methodology.	AC 3.1: Select and justify the research methodology (qualitative, quantitative, or mixed methods) based on research objectives. AC 3.2: Develop a research design outlining data collection and analysis procedures. AC 3.3: Address ethical considerations in the research design.
LO4. Learner will be able to collect and analyse data effectively.	AC 4.1: Implement data collection methods outlined in the research design. AC 4.2: Ensure data quality, reliability, and validity. AC 4.3: Utilize appropriate statistical or qualitative analysis techniques to interpret data and draw conclusions.
LO5. Learner will be able to interpret findings and draw conclusions.	AC 5.1: Interpret research findings in the context of the literature and research objectives. AC 5.2: Draw meaningful conclusions based on data analysis. AC 5.3: Discuss the implications of research findings and their contribution to the existing body of knowledge.
LO6. Learner will be able to communicate research findings professionally.	AC 6.1: Present research findings effectively through written reports or academic papers. AC 6.2: Develop clear and concise visual representations (charts, graphs) to enhance data presentation. AC 6.3: Communicate research outcomes in a professional and engaging manner.

LO7. Learner will be able to reflect on the research process and outcomes.	AC 7.1: Reflect on the research process, identifying challenges, successes, and lessons learned. AC 7.2: Assess the limitations of the research and propose areas for future research. AC 7.3: Present a reflective analysis of the overall research experience and outcomes.

No	**Learning Outcomes/Topic**	**Learning and Teaching Outcomes**	**Which assessment criteria does this session refer to?**	**Day/month/year/ signature**
1.	Introduction to Business Research	• Lecture: Overview of business research process • Workshop: Exploring research topics in business contexts • Discussion: Importance of research in decision-making	LO1, AC 1.1	
2.	Defining Research Objectives and Scope	• Lecture: Writing clear research objectives, questions, and hypotheses • Activity: Drafting research questions • Peer Review: Feedback on proposed research scope	LO1, AC 1.2	
3.	Aligning Research Objectives	• Seminar: Aligning objectives with purpose • Case Study: Review of effective research proposals • Task: Refine objectives to match scope	LO1, AC 1.3	
4.	Literature Review – Purpose and Process	• Lecture: Role of literature in research • Workshop: Finding credible academic sources • Task: Identify key search terms and databases	LO2, AC 2.1	
5.	Critical Review and Gap Identification	• Lecture: Synthesizing and critiquing literature • Group Work: Highlighting gaps in current studies • Individual Task: Annotated bibliography	LO2, AC 2.2	

6.	Introduction to Research Methodologies	• Lecture: Qualitative vs Quantitative vs Mixed Methods • Discussion: Choosing a suitable methodology • Activity: Methodology justification exercise	LO2, AC 2.3	
7.	Research Design and Ethics	• Lecture: Designing research (sampling, data collection) • Workshop: Ethical considerations and approval forms • Activity: Drafting ethical approval proposals	LO3, AC 3.1	
8.	Developing Research Design	• Workshop: Creating a research design matrix • Group Feedback: Peer critique of designs • Task: Finalize research design plan	LO3, AC 3.2, AC 3.3	
9.	Data Collection Methods	• Lecture: Tools for qualitative and quantitative data collection • Simulation: Survey/interview techniques • Task: Develop data collection instruments	LO4, AC 4.1	
10.	Revision Class	• Task 1: Submit detailed research proposal • Feedback Session: Peer and instructor feedback	LO1-LO2-LO3-LO4	
11.	Review	• Practical and theoretical assessment	LO1-LO2-LO3-LO4	
12.	Ensuring Data Validity and Reliability	• Seminar: Threats to validity and reliability • Workshop: Pilot testing instruments • Task: Prepare for actual data collection	LO4, AC 4.2	
13.	Data Collection in Practice	• Practical: Begin implementing data collection method • Q&A: Address emerging challenges • Coaching: Individual consultations	LO4, AC 4.3	
14.	Introduction to Data Analysis	• Lecture: Coding qualitative data / statistical analysis basics • Software Demos: Excel/SPSS/NVivo intro • Workshop: Organizing raw data	LO5, AC 5.1	

15.	Performing Data Analysis/Interpreting Findings	• Lecture: Coding qualitative data / statistical analysis basics • Software Demos: Excel/SPSS/NVivo intro • Workshop: Organizing raw data • Lab Session: Apply analysis techniques to collected data • Task: Generate preliminary findings	LO5, AC 5.1	
16.	Midterm	• Practical and theoretical assessment	LO1-LO2-LO3-LO4-LO5	
17.	Feedback & Reflection	• Reflective discussion on business research project • Instructor and peer feedback • Course evaluation	LO1-LO2-LO3-LO4-LO5	
18.	Implications and Contribution	• Discussion: Implications for practice, policy, and theory • Activity: Writing a discussion section • Peer Review: Feedback on interpretation	LO5, AC 5.2	
19.	Communicating Research – Reports	• Lecture: Structure of a research report • Workshop: Writing techniques • Task: Draft key report sections	LO5, AC 5.2, AC 5.3	
20.	Data Presentation Tools	• Lab: Designing charts, tables, infographics • Activity: Visualize key findings • Group Critique: Evaluate visuals for clarity	LO6, AC 6.1, AC 6.2	
21.	Professional Communication	• Workshop: Communicating research to non-academic audiences • Task: Prepare a 5-minute summary for stakeholders	LO6, AC 6.3	
22.	Review Class/Presentation of cases	• Draft the discussion section of your research report, including implications for theory, policy, and practice, and present key findings using charts or infographics for peer critique.	LO5-LO6	

		• Prepare a 5-minute visual presentation summarizing your research for a non-academic audience, incorporating refined report sections and clear data visuals.		
23.	Reflecting on the Research Process	• Seminar: Personal reflection frameworks • Activity: Identify lessons learned and future improvements • Peer Discussion: Share personal journeys	LO7, AC 7.1	
24.	Limitations and Future Research	• Lecture: Discussing research limitations • Task: Draft reflection section including future study recommendations	LO7, AC 7.2	
25.	Advanced Research Dissemination	• Lecture: Publishing in journals and academic conferences • Workshop: Writing an abstract for publication • Activity: Identify suitable journals or conferences for submission	LO7, AC 7.3	
26.	Advanced Research Dissemination	• Lecture: Publishing in journals and academic conferences • Workshop: Writing an abstract for publication • Activity: Identify suitable journals or conferences for submission	LO7, AC 7.3	
27.	Using Research for Decision-Making and Policy	• Seminar: Translating research findings into policy or strategic decisions • Case Study: Research influencing real-world business or public policy	LO1-LO2-LO3-LO4-LO5-LO6-LO7	

		• Task: Draft a policy brief or executive summary of your project		
28.	Research Commercialization and Innovation	• Lecture: Turning research into business ideas, products, or services • Guest Speaker: From research to startup • Activity: Brainstorm ways to apply your findings for innovation or entrepreneurship	LO1-LO2-LO3-LO4-LO5-LO6-LO7	
29.	Final Exam Preparation	• Mock Vivas • Practice presentations / writing clinics		
30.	Final Exam	• Written or oral defense of research		