

MODULE: **INTEGRATED BUSINESS PROJECT**

CODE: **BABS-1-2-09**

Stage: 1

Credit Points: 4 semester credits / 6 quarter units

Theme: Business Environment

Assessment Weighting: 100% Coursework

INTRODUCTION

This module is designed to develop the students' understanding of how the theoretical aspects of business that are presented and advanced in other modules can be applied to a practical business project. It is specifically designed to engage students in business research and to develop and advance their ideas on a group basis. As a first year module, the breadth and depth of commercial analysis undertaken is expected to be modest. However, the module provides an invaluable primer for more rigorous business plans in subsequent stages. The module also plays a critical role in advancing the students' personal development and management skills through their participation with other students.

AIMS

The aims of this module are:

- To enable students to develop business ideas to project proposal and presentation stage
- To provide an opportunity for students to integrate their learning from other modules in an applied business project / proposal
- To develop the students' business research skills.
- To develop the students' overall business perspective by requiring them to consider the many interrelated aspects of business operations
- To develop the students' business acumen through the timely completion of a business project
- To provide a practical focus for the students' research skills developed on related modules.

LEARNING OUTCOMES

On completion of the module students will be able to:

Research business ideas and practices

Present their findings clearly to others, both in writing and orally

Manage their time more effectively

Work effectively in groups

Recognise the interdependence of interrelated business disciplines (e.g. finance, marketing, legal, etc.)

Appreciate the benefit of conducting business analysis to support successful business activity

SYLLABUS

Business Research:

Purpose, Value and Role of Research

Conducting Business / Industry Research

The Research Process:

Identifying the area of study

Setting Objectives

Designing the Study

Research Design / Target Sampling Plan

Deskwork / Fieldwork

Data Analysis and Interpretation

Communicating Research Findings

Project Scheduling and Management

Data Sources

National and International Sources (e.g. Government, Trade Statistics)

Printed and Electronic Sources

Comparative trans-national industry sector studies

MNC / company reports (D&B)

Market Analysis

Market Size

Market Share: National / International Competitors

Trends

Financial Issues
Sources of Finance
Role of Enterprise Development Boards
Personal / Family / Bank sources
Managing Cash Flow
Forecasting Methods
Budgetary Control

Industry Environment Analysis:

Political and Legal Considerations
Economic and Social Considerations
Technological Considerations
Prevailing National and International Trends
Gathering authoritative evidence to support findings
Data Reliability Issues
Authority of Quantitative / Qualitative Data
Issues of Validity, Reliability, Subjectivity
Accuracy and Presentation Bias
Ethical Considerations

Primary Research
Questionnaire design: wording, formal, sequence, content
Interviewing: Personal, telephone, mail
Attitude Measurement: approaches, rating, ranking
Depth interviews, focus groups
Pilot testing
Pitfalls to avoid

Data Analysis Techniques
Univariate, bivariate and multivariate techniques
Descriptive Statistics
Hypothesis Testing
Statistical Significance: Types and Choice of Tests

Presenting Data
Graphical and Tabular presentation of findings
Relating findings back to hypotheses
Documenting Resources: Referencing and Citation Techniques
Writing and presenting professionally for intended audience

TEACHING/LEARNING METHODS

The module leader will support the delivery of the module in two ways. Firstly a series of lectures / tutorials will be given to support the students in their research and project management activities. This will cover the syllabus content associated with the module.

Secondly, the module leader will co-ordinate the management of projects in terms of the allocation of students to particular groups and the prior clearance of project topics proposed. Students will be assisted (and directed) throughout the project in the form of regular project review sessions, which will be held in class. This approach has proven very successful in other programmes in advancing the quality of student work produced, while keeping projects on-track throughout their duration. The naturally competitive spirit arising from in-class peer evaluation serves to advance the overall professional quality of the work produced.

ASSESSMENT

This module will be assessed by entirely on the basis of the project work undertaken (100%). Marks for the project will be further divided as follows:

20% Research

20% Project Management Report (this will require the student to maintain and submit a learning log in relation to their contribution to the overall project)

40% Project Proposal (Written Submission)

20% Project Presentation

The final written project / proposal is expected to contain 2000 to 2,500 words (not including associated appendices). The research and preparatory work undertaken to support the proposal should also be made available for review. Students are expected to present their findings clearly and succinctly by means of a short slide presentation and to defend their project to an assessment panel by means of a Q&A session.