

MODULE: **INTEGRATED BUSINESS PROJECT**

CODE: **BAAF-1-2-10**

Stage: 1

Credit Points: 4 semester credits / 6 quarter units

Overview and Aims

This module is designed to develop the students' understanding of how the theoretical aspects of business that are represented and advanced in other modules can be applied to a practical business project. It is specifically designed to engage students in business research and develop and advance their ideas on a group basis. As a first year module, the breadth and depth of commercial analysis undertaken is 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.

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.

Module Content

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, format, 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