

International Year Two (IYTwo)

Business Management Programme and Module Overview



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PROGRAMME OVERVIEW

INTRODUCTION

The NCUK International Year Two in Business Management (IYTwo Business Management) programme is a second-year undergraduate equivalent programme that builds students' knowledge and skills in the Business Management field. It prepares and qualifies international students for entry to the third year (FHEQ Level 6¹) of appropriate undergraduate degree courses offered by NCUK Universities.

NCUK Universities recognise the programme as meeting their entry requirements for international students, with progression contingent on students satisfying the performance criteria published in the NCUK Course Finder. The list of accepting universities can be seen on the university pages of the [NCUK website](#).

NCUK guarantees students a place on a programme of study at one of the NCUK Universities provided that the student performs to the level specified by the [NCUK Guarantee](#).

AIMS

The aims of the NCUK IYTwo Business Management programme are to:

- ⇒ To provide students with a knowledge of business concepts and applications at second year undergraduate level (FHEQ Level 5)
- ⇒ To prepare students for progression to third year (FHEQ Level 6) undergraduate study in business and related disciplines in NCUK Universities
- ⇒ To enhance the subject knowledge and study skills of students to enable them to communicate and study business related subjects effectively and confidently at undergraduate level at an NCUK University
- ⇒ To cultivate a commitment to good practice in academic work
- ⇒ To equip students with the necessary skills and behaviours to enable them to work effectively both individually and as part of a team
- ⇒ To enable students to identify and develop the necessary personal and managerial skills for their career development
- ⇒ To give students experience of different approaches to teaching and learning and to the methods that are used to assess learning at NCUK Universities

¹ Framework for Higher Education Qualifications. The FHEQ is published by the Quality Assurance Agency (QAA), which is the organisation responsible for assuring the quality of university degree provision in England, Wales and Northern Ireland.

LEARNING OUTCOMES

On successful completion of this programme, students should be able to:

- ⇒ Demonstrate specific subject knowledge including the ability to critically analyse and evaluate principles and concepts related to a range of business and management disciplines
- ⇒ Relate subject-specific concepts and theories to a range of real-world business scenarios
- ⇒ Employ a wide range of techniques and specialised skills including the ability to present, critically evaluate and interpret both quantitative and qualitative data
- ⇒ Use a range of techniques to critically analyse complex business scenarios and apply knowledge and evaluative strategies in order to propose solutions
- ⇒ Make effective use of a range of generic and subject specific study skills and information and communication technologies
- ⇒ Produce innovative and original work individually and as part of a team
- ⇒ Understand how the limit of their knowledge may impact their analysis and evaluation of data and scenarios
- ⇒ Demonstrate their learning through a range of assessment methods
- ⇒ Demonstrate development in competences and skills relevant to the area of Business and Management, including those required for employment in posts of responsibility in business organisations

PROGRAMME STRUCTURE

The NCUK IYTwo Business Management consists of 1200 hours of study in total (600 guided learning hours, 600 independent study) and is generally delivered over one academic year (other teaching patterns are also possible).

- ⇒ Students will study 6 compulsory modules:

Semester 1



Semester 2



PROGRAMME GRADING

- ⇒ Assessment for each module will be via a combination of coursework and examination
- ⇒ Each subject module is awarded a percentage grade calculated according to the student's performance in the summative assessments. The table below presents a simplified marking criteria
- ⇒ Students will be awarded 20 credits for each passed module i.e. an overall module mark above 40%

Mark (%)	Criteria
70 +	Excellent – demonstrated learning of a high standard with clear evidence of application, synthesis and evaluation.
60 – 69	Good – demonstrated competence and a depth of knowledge in the subject, Ability to apply concepts and synthesise material.
50 - 59	Satisfactory – competent performance, demonstrated strengths and weaknesses. Reasonable knowledge and understanding of the subject.
40 – 49	Adequate – acceptable performance. Reasonable understanding of concepts and principles but limited ability to apply knowledge. Work may contain some errors and omissions. 40% is the module pass mark
Less than 40 marks	Inadequate performance. Limited and superficial understanding of conceptual frameworks. Errors and omissions, confused exposition of issues. Insufficient understanding and/or little evidence of independent study.

- ⇒ A classification is awarded for the programme on completion as shown below:

Distinction	Overall programme mean mark is 70% or above with 120 credits being awarded.
Pass	Overall programme mean mark is 40% or above with a minimum of 100 credits being awarded.
Unclassified	Failure to meet the pass criteria, which may be due to either or both of: <ul style="list-style-type: none"> ⇒ An overall mean mark of less than 40% ⇒ Fewer than 100 credits awarded

BENCHMARK STATEMENTS

The International Year Two is at FHEQ Level 5².

Students at this level, upon successful completion should be able to demonstrate:

- ⇒ Knowledge and critical understanding of the well-established principles of their area(s) of study, and of the way in which those principles have developed
- ⇒ Ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context
- ⇒ Knowledge of the main methods of enquiry in the subject(s) relevant to the named award, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study
- ⇒ An understanding of the limits of their knowledge, and how this influences analyses and interpretations based on that knowledge.

Typically, holders of the qualification will be able to:

- ⇒ Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis
- ⇒ Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences and deploy key techniques of the discipline effectively
- ⇒ Undertake further training, develop existing skills and acquire new competences that will enable them to assume significant responsibility within organisations.

The qualification contributes to the achievement of the Benchmark Statements for Business and Management honours degrees as referenced by the UK Quality Assurance Agency (QAA)³. These statements are given below at both 'threshold' and 'typical' standard, where 'threshold' describes the minimum to be achieved by all honours graduates and 'typical' is set at the standard which is currently achieved by the majority of graduates.

Threshold standard

On graduating with an honours degree in business and management, students will have:

- ⇒ Knowledge and understanding of the key areas of business and management, the relationships between these and their application
- ⇒ Demonstrated competence within the range of subject-specific and generic skills and attributes
- ⇒ A view of business and management which is predominantly influenced by guided learning with a limited critical perspective.

Typical standard

On graduating with an honours degree in business and management, students will typically:

² Level 5 benchmark statements taken from 'QAA The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies, 2nd edition' February 2024, page 18,, accessed at https://www.qaa.ac.uk/docs/qaa/quality-code/the-frameworks-for-higher-education-qualifications-of-uk-degree-awarding-bodies-2024.pdf?sfvrsn=3562b281_11

³ Subject specific benchmark statements taken from 'QAA Subject Benchmark Statement: Business and Management' November 2019, page 10, accessed at https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5

- ⇒ Have a wide knowledge and understanding of the broad range of areas of business and management and the detailed relationships between these and their application to practice
- ⇒ Consistently demonstrate a command of subject-specific skills as well as proficiency in generic skills and attributes
- ⇒ Have a view of business and management which is influenced by a wide range of learning sources, based on a proactive and independent approach to learning
- ⇒ Be distinguished from the threshold category by their enhanced capacity to develop and apply their own perspectives to their studies, to deal with uncertainty and complexity, to explore alternative solutions, to demonstrate

ENTRY TO THE PROGRAMME

It is expected that students will have successfully completed the NCUK International Year One in Business Management in order to enter the programme. In addition, students are required to hold an English Language qualification equivalent to NCUK EAP grade C (with a minimum of grade D in each skill) or IELTS 6.0 (with a minimum of 5.5 in each skill).

NCUK may agree alternative entry routes on a case-by case basis with individual Study Centres, but these routes are subject to agreement with the NCUK Universities that allow progression from the programme.

The Study Centre is responsible for assessing and verifying entry qualifications. Records of the qualifications of all students admitted must be retained in individual student files, which are subject to audit as part of NCUK's quality assurance processes. (Refer to the NCUK Academic Handbook, *Centre Management: Student Systems*.) Study Centres will also submit these documents electronically as part of the registration process with NCUK.

PROGRAMME DELIVERY

The IYTwo Business Management programme is specified to be delivered over a single academic year. The programme is divided into two semesters of 15 weeks' duration, comprising 14 teaching weeks and a final assessment week. Normally teaching weeks will have a timetabled class contact time of at least 20 hours per week.

The programme may be delivered over shorter or longer periods of time. Additional guidance for Study Centres on how to appropriately timetable the programme is given in Appendix B.

NCUK specifies minimum timetabled contact hours for its programmes but does not set a maximum class contact or total study time; it is recognised that many Study Centres will apply higher than minimum contact times to meet the learning needs of their students.

Total Number of modules	6 subject modules (3 per semester)
Total number of weeks	28 weeks of directed study over 2 semesters plus 2 weeks dedicated to examinations
Directed Study Hours per module per week	~7 hours per module
Directed Study Hours per week	3 modules x ~7 hours = 20 hours
Total Directed Study Hours	20 hours per week x 30 weeks = 600 hours
Independent Study Hours	Approximately 20 hours per week (Assuming ~7 hours per module) Total = 20 hours x 30 = 600 hours
Total Learning Activity	600 directed study hours + 600 independent study hours = 1200 hours

The duration of each semester may vary according to the timing of local public holidays. Semesters may be interrupted by periods of holiday where necessary.

The programme may be delivered face-to-face or in blended/online modes as agreed with the Study Centre at the time of accreditation.

CLASS SIZES

Subject class sizes may be varied according to the activity e.g. lecture, seminar and tutorial. The principle to be applied to timetabling and class size should be to give students the opportunity to experience different forms of learning and to maximise opportunities for small-group work and for the development of independent learning skills. In general, NCUK would not expect tutorial or seminar groups to exceed 16 students but class sizes for lectures may be larger.

Staffing of the programme should allow for some one-to-one contact for each student.

MODULE OVERVIEWS

IYTEN001

ENTREPRENEURSHIP & SMALL BUSINESS

MODULE OVERVIEW

INTERNATIONAL YEAR TWO BUSINESS MANAGEMENT (IYTBM)



SYLLABUS OVERVIEW

Module Code	IYTEN001
Module Name	Entrepreneurship & Small Business
Programme Name	International Year Two Business Management
Credits	20
Percentage breakdown of Coursework	100%
Percentage breakdown of Exam/Test	0%
Delivery period	The syllabus will usually be delivered over a single 15 week semester
Semester(s)	2
Recommended minimum teaching hours	7 hours per week (over 15 weeks)
Recommended minimum independent study hours	7 hours per week (over 15 weeks)


AIMS

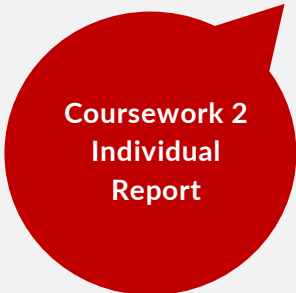
The module aims to support students' understanding of entrepreneurship and small businesses by extending their theoretical knowledge as well as developing their practical entrepreneurial skills. By the end of this module students will be better able to identify the factors that influence the creation, success and growth of a start-up. Additionally, they will be better able to evaluate business opportunities and understand the steps involved in setting up a small business.

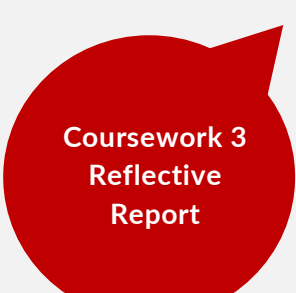
TOPICS OF STUDY

- ⇒ Introduction to Entrepreneurship and Small Business
- ⇒ The Profile of an Entrepreneur
- ⇒ The Context of Entrepreneurship
- ⇒ Entrepreneurial Opportunities
- ⇒ Starting a Business/ Business Planning
- ⇒ Market Research
- ⇒ Financing a Small Business
- ⇒ Operations and Supply Chain Management for Small Businesses
- ⇒ Entrepreneurial Team and Workforce Planning
- ⇒ Managing Growth in a Small Business
- ⇒ Entrepreneurial Exit
- ⇒ Entrepreneurship Policy
- ⇒ Entrepreneurship and Small Businesses in a Global Context

ASSESSMENT

	What is Assessed?	Topics A-I
	Duration/Word Count	10 minute group presentation
	Total Marks	100
	Rubric	Students give a 10 minute group presentation to deliver a business pitch to a group of potential investors based on a new business idea.
	Contribution to Overall Grade	40%

	What is Assessed?	Topics J-M
	Duration/Word Count	2000 words
	Total Marks	100
	Rubric	Individual report expanding on the new business idea generated in Coursework 1 and outlining a strategy for expansion of the business into a new country.
	Contribution to Overall Grade	50%

	What is Assessed?	Topics A-M
	Duration/Word Count	500 words
	Total Marks	100
	Rubric	Reflective Report on: What students can apply from the module in their future learning The experience of working in a group in completion of Coursework 1
	Contribution to Overall Grade	10%

GENERAL LEARNING OUTCOMES

On successful completion of this module, a student will be able to:

Knowledge and understanding	<ul style="list-style-type: none"> ⇒ Understand key debates linked to entrepreneurship ⇒ Apply theoretical concepts in developing suitable strategic approaches to starting and running a business
Intellectual skills	<ul style="list-style-type: none"> ⇒ Critically analyse the entrepreneurial ecosystem and identify the factors that play an important role in entrepreneurship ⇒ Interpret, analyse and manipulate qualitative and quantitative information in order to solve business problems and identify opportunities
Practical skills	<ul style="list-style-type: none"> ⇒ Develop a business plan
Transferable skills	<ul style="list-style-type: none"> ⇒ Develop strong arguments using multiple relevant and reliable sources to support them ⇒ Construct reports in a clear and concise manner ⇒ Present in front of an audience ⇒ Formulate and deliver constructive feedback

FINANCIAL MANAGEMENT

MODULE OVERVIEW

INTERNATIONAL YEAR TWO BUSINESS MANAGEMENT (IYTBM)



SYLLABUS OVERVIEW

Module Code	IYTFM001
Module Name	Financial Management
Programme Name	International Year Two Business Management
Credits	20
Percentage breakdown of Coursework	0%
Percentage breakdown of Exam/Test	100%
Delivery period	The syllabus will usually be delivered over a single 15-week semester
Semester(s)	2
Recommended minimum teaching hours	7 hours per week (over 15 weeks)
Recommended minimum independent study hours	7 hours per week (over 15 weeks)

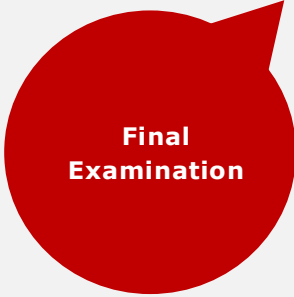
AIMS

This module aims to provide students with a good understanding of the role of a financial manager and how financial management techniques can be used to help an organisation to achieve its objectives. Key concepts will include working capital management; investment appraisal; sources of finance and their respective costs; business valuations and the management of foreign currency risk.

TOPICS OF STUDY

- ⇒ Financial objectives and the role of a financial manager
- ⇒ Investment Appraisal
- ⇒ Business valuations
- ⇒ Raising finance, cost of finance and theories of gearing
- ⇒ Working Capital Management
- ⇒ Foreign currency risk

ASSESSMENT

	What is Assessed?	Topics A-F
	Duration/Word Count	3 hours
	Total Marks	100
	Rubric	Section A – 50 marks ⇒ Questions involving calculation and analysis of results, based on a case study Section B – 50 marks ⇒ 2 questions from a choice of 3 (25 marks each)
	Contribution to Overall Grade	100%

GENERAL LEARNING OUTCOMES

On successful completion of this module, a student will be able to:

Knowledge and understanding	⇒ Understand the role of a financial manager within a range of different types of organisation. ⇒ Identify and evaluate sources of finance for short and long term uses. ⇒ Explain the importance of capital structure and how it affects shareholder wealth. ⇒ Identify a range of methods that can be used by organisations to reduce risks faced by dealing in foreign currencies.
Intellectual skills	⇒ Manage time and other available resources and self-direct behaviour. ⇒ Prepare business reports suitable for presentation to management.
Practical skills	⇒ Appraise working capital management. ⇒ Explain and apply methods to appraise capital investment projects, including the impact of taxation and inflation. ⇒ Calculate an appropriate cost of capital to be used in the appraisal of capital investment projects. ⇒ Interpret published financial information using a range of relevant ratios. ⇒ Explain and apply a range of methods that can be used to calculate the value of the equity in a business. ⇒ Appraise different methods available for reducing exposure of a business to the risks of dealing in a foreign currency.
Transferable skills	⇒ Use numeracy and quantitative skills.

IYTHR001

HUMAN RESOURCE MANAGEMENT

MODULE OVERVIEW

INTERNATIONAL YEAR TWO BUSINESS MANAGEMENT (IYTBM)



SYLLABUS OVERVIEW

Module Code	IYTHR001
Module Name	Human Resource Management
Programme Name	International Year Two Business Management
Credits	20
Percentage breakdown of Coursework	25%
Percentage breakdown of Exam/Test	75%
Delivery period	The syllabus will usually be delivered over a single 15 week semester
Semester(s)	1
Recommended minimum teaching hours	7 hours per week (over 15 weeks)
Recommended minimum independent study hours	7 hours per week (over 15 weeks)


AIMS

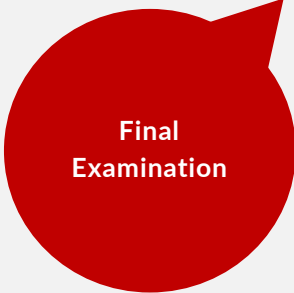
This module aims to develop student knowledge of key issues and practices in Human Resource Management. The module will take a practical yet integrated approach, as required by today's HR professionals. Key theoretical issues will be studied and used to support the professional approach to HRM.

TOPICS OF STUDY

- ⇒ Managing the Human Resource Function
- ⇒ Corporate Strategy and Strategic HRM
- ⇒ Workforce Planning
- ⇒ Recruitment and Selection
- ⇒ Performance Management
- ⇒ HRD and Workplace Learning. Leadership and Management Development
- ⇒ Reward Management (RM), Employee Well-being and Wellness
- ⇒ Employee Relations (ER) and Involvement
- ⇒ Legal Issues and Managing Conflict
- ⇒ Health and Safety (H&S)
- ⇒ Managing Workplace Challenges and Crises via HRM
- ⇒ International HRM (IHRM)
- ⇒ The HRM Performance Requirements, Evaluating HRM

ASSESSMENT

	What is Assessed?	Topics A-D
	Duration/Word Count	1250-1500 words (NOT including references and any appendices).
	Total Marks	100
	Rubric	Essay on the key HRM topic of Recruitment and Selection.
	Contribution to Overall Grade	25%

	What is Assessed?	Topics E-M
	Duration/Word Count	3 hours
	Total Marks	100
	Rubric	<p>Case study 250 words of typed notes (hardcopy) are permitted – they must be written in English.</p> <p>Section A – 50 marks ⇒ 2 compulsory questions (linked to the case study provided)</p> <p>Section B – 50 marks ⇒ Students must choose 2 questions from a choice of 3 (linked to the case study provided)</p>
	Contribution to Overall Grade	75%

GENERAL LEARNING OUTCOMES

On successful completion of this module, a student will be able to:

Knowledge and understanding	<ul style="list-style-type: none"> ⇒ Summarise the principal Human Resource functions as found in large, medium and small organisations ⇒ Investigate the approaches that HR departments utilise to improve employee experiences ⇒ Apply appropriate HR models and theory in order to interpret and analyse contemporary organisations ⇒ Apply the necessary approaches to ensure that HR Management policies are carried out within the relevant environmental and legislative frameworks
Intellectual skills	<ul style="list-style-type: none"> ⇒ Develop and utilise critical thinking skills when appraising academic models relating to a range of HRM topics
Practical skills	<ul style="list-style-type: none"> ⇒ Develop and apply the key skills and techniques required for such areas as recruiting staff, managing and maximising performance
Transferable skills	<ul style="list-style-type: none"> ⇒ Further develop planning, research and academic writing skills in order to successfully produce an essay at this academic level ⇒ Critically select and analyse academic sources and assimilate the relevant information ⇒ Identify, interpret and analyse both information and theoretical approaches

IYTIS001

INFORMATION SYSTEMS

MODULE OVERVIEW

INTERNATIONAL YEAR TWO BUSINESS MANAGEMENT (IYTBM)



SYLLABUS OVERVIEW

Module Code	IYTIS001
Module Name	Information Systems
Programme Name	International Year Two Business Management
Credits	20
Percentage breakdown of Coursework	25%
Percentage breakdown of Exam/Test	75%
Delivery period	The syllabus will usually be delivered over a single 15-week semester
Semester(s)	1
Recommended minimum teaching hours	7 hours per week (over 15 weeks)
Recommended minimum independent study hours	7 hours per week (over 15 weeks)

AIMS


Introduction to Information Systems (IS) as an essential element of assuring the competitiveness of contemporary organisations, managing global corporations, creating business value, and providing useful products and services to customers.

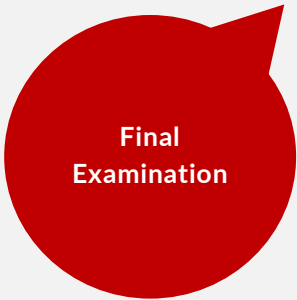
This module aims to introduce students to Business Information Management and what human and electronic systems and applications need to be in place for an organisation to function efficiently and effectively.

TOPICS OF STUDY

- ⇒ The Value of Information
- ⇒ Introduction to Information Systems
- ⇒ Evaluating Information
- ⇒ Gaining Strategic Value from Information
- ⇒ Storing and Organising Information
- ⇒ Analysing Information for Business Decision-Making
- ⇒ Transmitting Information
- ⇒ Securing Information
- ⇒ Protecting the Confidentiality and Privacy of Information
- ⇒ Developing Information Systems
- ⇒ Information-Based Business Processes
- ⇒ Enterprise Information Systems
- ⇒ Information and Knowledge for Business Decision Making
- ⇒ Information for Electronic Business

ASSESSMENT

	What is Assessed?	Topics A-J
	Duration/Word Count	1250-1500 words (NOT including references and any appendices).
	Total Marks	100
	Rubric	Essay on the value of Information with resolution of a small case study.
	Contribution to Overall Grade	25%

	What is Assessed?	Topics A-M
	Duration/Word Count	3 hours
	Total Marks	100
	Rubric	Section A – 40 marks ⇒ MCQ (20 questions – 2 marks each) Section B – 60 marks ⇒ Students must choose 2 questions from a choice of 3. ⇒ Each question is worth 30 marks
	Contribution to Overall Grade	75%

GENERAL LEARNING OUTCOMES

On successful completion of this module, a student will be able to:

Knowledge and understanding	<ul style="list-style-type: none"> ⇒ Investigate and comment upon the role of leading-edge information systems (IS) in contemporary organisations ⇒ Analyse decisions and courses of action from professional, ethical and moral perspectives
Intellectual skills	<ul style="list-style-type: none"> ⇒ Compare structures and skills requirements to maintain effective IS provision
Practical skills	<ul style="list-style-type: none"> ⇒ Define approaches for integrating IS strategy with business strategy ⇒ Apply simple strategic analysis tools to determine IS strategy
Transferable skills	<ul style="list-style-type: none"> ⇒ Advise on the strategy and the cost-benefit issues of providing information for decision-making ⇒ Develop and criticise strategy and processes to ensure the quality of Business Information Systems

IYTOM001

OPERATIONS MANAGEMENT MODULE OVERVIEW

INTERNATIONAL YEAR TWO BUSINESS MANAGEMENT (IYTBM)



SYLLABUS OVERVIEW

Module Code	IYTOM001
Module Name	Operations Management
Programme Name	International Year Two Business Management
Credits	20
Percentage breakdown of Coursework	25%
Percentage breakdown of Exam/Test	75%
Delivery period	The syllabus will usually be delivered over a single 15-week semester
Semester(s)	1
Recommended minimum teaching hours	7 hours per week (over 15 weeks)
Recommended minimum independent study hours	7 hours per week (over 15 weeks)

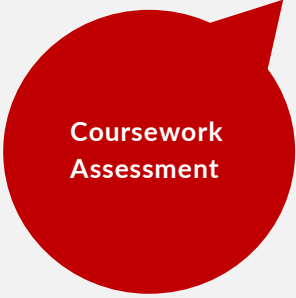
AIMS

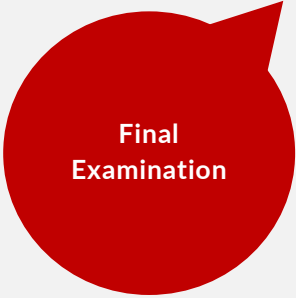
The aim of this module is to explore the different theories and concepts which are used by businesses in order to optimise their operations for the purpose of meeting their strategic objectives.

TOPICS OF STUDY

- ⇒ What is Operations Management?
- ⇒ Operational Performance
- ⇒ Operations Strategy
- ⇒ Product and Service Development
- ⇒ Process Design
- ⇒ Creating an Operation
- ⇒ Capacity Management
- ⇒ Supply Chain Management
- ⇒ Planning and Control
- ⇒ Quality Management
- ⇒ Risk Management
- ⇒ Improving Operations

ASSESSMENT

	What is Assessed?	Topics A-C
	Duration/Word Count	1250-1500 words (NOT including references and any appendices).
	Total Marks	100
	Rubric	Essay
	Contribution to Overall Grade	25%

	What is Assessed?	Topics A-L
	Duration/Word Count	3 hours
	Total Marks	100
	Rubric	Section A – 40 marks ⇒ 2 compulsory questions Section B – 60 marks ⇒ Students must choose 2 questions from a choice of 3
	Contribution to Overall Grade	75%

GENERAL LEARNING OUTCOMES

On successful completion of this module, a student will be able to:

Knowledge and understanding	<ul style="list-style-type: none"> ⇒ Demonstrate an understanding of the role and function of operations management in the context of different business settings. ⇒ Discuss the concepts and theories which underpin operations management. ⇒ Discuss the activities which can be used to shape the direction and strategy of the operations function. ⇒ Assess the different resources and processes required to design an effective operation. ⇒ Explain the ways in which an operation can be reviewed and improved.
Intellectual skills	<ul style="list-style-type: none"> ⇒ Apply theories and concepts to case studies. ⇒ Evaluate theories and concepts relating to operations management. ⇒ Develop skills and competencies required to successfully manage operations.
Practical skills	<ul style="list-style-type: none"> ⇒ Work as part of a team to discuss ideas and opinions.
Transferable skills	<ul style="list-style-type: none"> ⇒ Complete set tasks in a designated time frame using effective time management strategies. ⇒ Apply problem solving techniques to a variety of different topics. ⇒ Carry out research on topics whilst acknowledging the importance of using sources which are reliable and up to date. ⇒ Present and communicate ideas effectively in a clear and concise manner.

RESEARCH METHODS

MODULE OVERVIEW

INTERNATIONAL YEAR TWO BUSINESS MANAGEMENT (IYTBM)



SYLLABUS OVERVIEW

Module Code	IYTRM001
Module Name	Research Methods
Programme Name	International Year Two Business Management
Percentage breakdown of Coursework	100%
Percentage breakdown of Exam/Test	0%
Delivery period	The syllabus will usually be delivered over a single 15-week semester
Recommended minimum teaching hours	7 hours per week (over 15 weeks)
Recommended minimum independent study hours	7 hours per week (over 15 weeks)

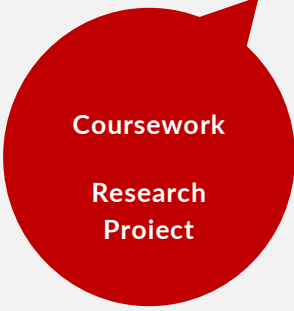
AIMS

This module aims to provide students with the essential research methods and understanding to enable them to solve business problems by following an established research process. It also aims to allow students to develop their independent project management skills. This is an introductory module which will prepare students to undertake a dissertation or research project in their final undergraduate year.

TOPICS OF STUDY

- | | |
|--|---|
| ⇒ Introduction to Business Management Research | ⇒ Analysing Data Quantitatively and Qualitatively |
| ⇒ Choosing a Research Topic | ⇒ Sampling |
| ⇒ Developing a Research Proposal | ⇒ Collecting Primary Data |
| ⇒ Critically Reviewing Academic Sources | ⇒ Utilising Secondary Data |
| ⇒ Research Philosophies | ⇒ Ethics in Research |
| ⇒ Research Design | ⇒ Presenting a Research Report |

ASSESSMENT

	What is Assessed?	Topics A-M
	Duration/Word Count	3000 words
	Total Marks	100
	Rubric	Students will submit a Research Project Report on a topic of their choice (approved by their tutor).
	Contribution to Overall Grade	100%

GENERAL LEARNING OUTCOMES

On successful completion of this module, a student will be able to:

Knowledge and understanding	<ul style="list-style-type: none"> ⇒ Demonstrate good knowledge of main research methods. ⇒ Justify different research methods for business research topics. ⇒ Develop a good understanding of the research project management process.
Intellectual skills	<ul style="list-style-type: none"> ⇒ Develop analytical skills in quantitative and qualitative research. ⇒ Apply inductive and deductive approaches in various business research scenarios. ⇒ Complete specific tasks within a designated timeframe.
Practical skills	<ul style="list-style-type: none"> ⇒ Identify academic literature gaps. ⇒ Formulate research questions. ⇒ Conduct quantitative and qualitative data analysis.
Transferable skills	<ul style="list-style-type: none"> ⇒ Present research findings. ⇒ Draw conclusions based on data analysis. ⇒ Provide managerial recommendations.

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