Nottingham Trent University
Module Specification

	Basic module information	
1	Module Title:	INTERNATIONAL BUSINESS RESEARCH METHODS AND TEAM EUROPEAN CONSULTANCY PROJECT
2	Module Code:	10
3	Credit Points:	8
4	Duration:	1st year, two semesters
5	School:	Brno University of Technology University of Economics in Katowice
6	Date:	

7 **Pre, Post and Co-requisites:**

These are modules that you must have studied previously in order to take this module, or modules that you must study simultaneously or in a subsequent academic session

Pre, Co, Post	Module Code	Module Title

8 **Programmes containing the module**

Level	Core/Option	Mode	Code	Programme Title
Master	Core			Joint Master Degree

9 **Overview and Aims**

a) Show the students the process of research work, its timing, pitfalls and critical points.
b) Teach the students to identify the state of scientific knowledge, define benefits for science, practice and the company and how to select a dissertation theme based on these findings.
c) Describe methods of primary and secondary research. Show methods of quantitative and qualitative investigation.
d) Using the method of presenting and defending individually completed work, assess the stage of managing and completing of business and managerial research leading to successful completion of a dissertation.
e) To give the students an opportunity to apply the theoretical knowledge gained from the previous modules in corporate practice.
f) To develop teamwork capacity in the implementation of a specific company project.
g) Gain experience and develop consulting and project skills in a specific chosen issue from the area of strategic management (an existing change or a proposal for a specific new functional strategy of a company).

10 **Module Content**

a) Research in business – scientific thinking, research process, proposing research.
b) Scheduling research, pitfalls and critical spots of research.
c) State of scientific knowledge, state of the outer environment and situation of the company.
d) Sources and collection of data in secondary research.
e) Methods of data collection in primary research.
f) Research presentation – presenting and defending the assignment on the selected topic.
g) Creating a consulting team, learning a company's specific task and meeting company staff.
h) Actual analytical activity within the company (obtaining information and gaining knowledge in the selected area)
i) Bringing up specific scenarios proposing approach to the assigned project, consulting the tutor, selection of the most suitable approach scenarios
j) Producing the so-called Final Report on the specific consulting project, which will be presented to company management
k) Public presentation of the specific results of team consultation and subsequent discussion with the company management, the tutor, the module students and the module leader, and if appropriate, a modification of the written output from the team consultation in the company.

11 **Indicative Reading**

Collins, J. & Hussey, R.: Business Research. 2nd ed. Palgrave Macmillan, 2003.

Saunders, M., Lewis, P. & Thornhill, A.,: Research Methods for Business Students. 3rd ed. Prentice Hall, 2003.

Cooper, D., R. and Emory, C., W.: Business Research Methods. 5th ed. London: IRWIN, 1995.

Wonnacot, T., H. and Wonnacot, R., J.: Statistika pro obchod a hospodářství. Victoria Publishing Praha, 1996.

Korab, V.: Managing and Conducting Business research. BBS, 2003, Learning. Package.

Rud, O., P.: Data Mining. Computer Press. Praha, 2001.

Pavlica, K. a kol.: Sociální výzkum, podnik a management. Ekopress Praha, 2000.

Surynek, A., Komárková, R., Kašparová.: Základy sociologického výzkumu. Management Press. Praha.2001.

12 **Learning outcomes**

Learning outcomes describe what you should know and be able to do by the end of the module

Knowledge and understanding. After studying this module you should be able to:

a) Describe the research process and propose a scheme of their research.
b) Schedule and plan research and set pitfalls and critical spots of their research.
c) Define the state of scientific knowledge, describe the state of the outer environment and situation of the company.

d) Define sources of data and data collection method for secondary research.

Skills, qualities and attributes. After studying this module you should be able to:

e) Select a data selection method for primary research.
f) Present and defend results of their research for the dissertation.

13 **Teaching and Learning**

Range of modes of direct contact

This indicates the range of direct contact teaching and learning methods used on this module, e.g. lectures, seminars

Lectures, group discussions, presenting and defending individual assignments, library research, Internet research, face-to-face discussion to company management

Total contact hours: 40

Range of other learning methods

This indicates the range of other teaching and learning methods used on this module, e.g. directed reading, research

Independent learning. Consulting company personnel

Total non-contact hours: 40

14 **Assessment methods**

This indicates the type and weighting of assessment elements in the module

Weighting	Type	Description
30%	Individual coursework	The course participants will need to defend their individual work on selected topic presenting stage of their research at their meeting
70%	Presentation and defending of the individual assignment	In addition to the successful defending of the current state of research identified, the course participants must, in order to successfully complete the course, present a written assignment comprising 3000 to 3500 words, in which they will document the progress of their research.

Diagnostic/ formative assessment

This indicates if there are any assessments that do not contribute directly to the final module mark

Formative and summative. Written comments to individual coursework and assignment. Verbal feedback where required.

Further information on assessment

This section provides further information on the module's assessment where appropriate

Individual coursework - MLO´s tested : b,c,d,e
Presentation and defending of the individual assignment - MLO´s tested: a,e,f