

**APPROVED**

## **BU6011: Business Research Methods**

### **Course Details**

Course Code:	BU6011
Course Title:	Business Research Methods <b>APPROVED</b>
Short Title:	
Course Level::	Level 6
Valid From::	2020/2021 Sem 1
Credits::	15
Owner:	Business
Assessment Method:	Achievement
Course Aim	This course introduces research processes and methods necessary to plan, design, formulate and manage a business research project.

CILO	
On Completion of this course, the learner will be able to	
#	Learning Outcome Description
1	Apply business research methods to develop and to produce a business research project
2	Formulate research aims and research problems
3	Collect and analyze data using appropriate research methodologies
4	Write conclusions and recommendations based on interpretation of data analysis and research aims
5	Demonstrate appropriate use of workplace skills and technology.
Requisites	
<ul style="list-style-type: none"> <li>• Anti Requisite: BSB5011</li> </ul>	

Examinations
<b>Assessment Type</b> Examination (Unseen)
Other Controlled Assessments
<b>Assessment Type</b> Direct observation
<b>Assessment Type</b> Viva voce examination
Uncontrolled Assessments
<b>Assessment Type</b> Project (Group)

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
BBS8010	Bachelor of Business: Marketing	3	Programme
BBS8070	Bachelor of Business: Human Resource Management	3	Programme