

Business Planning and Research

Objectives

This course acts as an introduction not only to business research but the business planning process. It is therefore an extended course of two sessions giving sixty hours of tuition and worth 6 credits. It explores the design of business research as a basis for the dissertation requirement of the programme and looks at the forces within the business that need planning for strategic success. These two are interlinked in that they both require focus and research methodology and are pre-requisites of successful strategy and business design and planning and further items of research such as market research, strategic development and dissertation and business research.

Description

Topics include :

- Change Management
- Decision making
- Product development
- Corporate Planning
- Research purpose
- Research Qualities and Skills
- Types of Research
- The research process

General Outline

Part I: Business planning

Change management

Corporate decision making

Part II: Business research

This part of the module introduces business research methods and techniques. It facilitates the participants interaction with the process via a number of informal seminars linked to research-based exercises. The order and agenda of the sessions may be moved around to best suit the recipient's style, pace, and experience with research methods.

The Dissertation Process