Module Code	LCMB7037
Title	Business Development Proposal
Date	13/02/2023
Level	7
Credits	60
Pre-Requisites	Attendance at a series of Research Methodology workshops and production of a successful research or independent study proposal which will lead to a business development proposal

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AIM(S)

- To develop in the student an understanding of the application of research methodologies, and an ability to frame a business development proposal and report research results in written format to an academic and/or professional audience, and to further develop the student's capacity for critical analysis and independent thought.
- To develop the students' practical and professional abilities in applying and reviewing business and management research with both academic rigour and practical application.

Prerequisites

It is a prerequisite of this module that students attend a series of Research Methodology workshops and as a result have produced a successful research or independent study proposal, which will lead to a business development proposal. The workshops are intended to prepare students for the requirements of independent research and to enhance their professional competencies necessary for this purpose. This will ensure that students will:

- have developed a clear focus for their research, inquiry or investigation;
- have identified the context, boundaries and stakeholder interests;
- have considered research perspectives and ethical concerns and procedures;
- be informed about data collection and analysis and are in a position to successfully complete their business development proposal.

Students will be given guidance in the Research Methods workshops and, following the Research Proposal submission, on the parameters of the specialist themes.

Once the initial research proposal has been successfully completed, the business development proposal module provides the student with the necessary support and opportunity to produce a substantial piece of independent work (15,000) which has been instigated, developed and produced as a consequence of their own research initiative.

Only on the successful completion of Part 1 and the research/independent study proposal, will the student be formally invited to submit a business development proposal.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- prepare a research/independent study proposal that provides evidence that the topic to be studied is worth addressing; that the way the proposal addresses the topic is both appropriate and feasible in terms of intended activities, outcomes and resources and thus establishes its importance to both academic and professional communities;
- plan, manage and execute an in-depth research, inquiry or investigation with a business and/or management focus by applying the principles of research design to the formulation of a research question including, where appropriate, formal hypotheses that can be tested and the selection of appropriate research methods for answering these questions;
- critically evaluate the appropriateness of qualitative/quantitative methods of data collection, in combination as necessary, to analyse, synthesise, interpret and present the resulting data and the applications of those methods by other researchers in other contexts;
- demonstrate the ability to conduct research under supervision in a business and management context including the ability to review published literature critically, show conceptual and theoretical understanding, identify research problems, use project management skills to budget, manage time and other resources, handle data, interpret results and disseminate findings in a way that is consistent with professional business and management practice and normal principles of research ethics;
- exhibit the analytical, numerical, literacy, communication and computer skills to enable critical research to be undertaken and be able to apply those transferable skills to develop research-based inquiry in future employment settings;
- articulate, present, propose and critically defend a business case, based on a set of scenario and environmental interpretations, which are underpinned by and linked to relevant academic theories and models, resulting in a specific project proposal and plan(s) to the immediate pre-launch stage of the project.

INDICATIVE CONTENT

- The complexities and practical issues of business and management research: Independent learning and development; stakeholder interests and ethical considerations; the investigative process; philosophical considerations; the use of theory; the importance of on-going clear communication.
- The importance of clear aims and objectives: project management, use of project management skills to budget, manage time and other resources, building and managing relationships; learning and reflection, reviewing and judging.

- Exploring the literature, writing a literature review, reviewing published literature critically, showing conceptual and theoretical understanding, identifying research problems and questions.
- Choosing a research method, data collection and sampling, data analysis and interpreting results, reliability and validity of data, evidence-based approach; disseminating findings in a way that is consistent with professional business and management practice. Drawing valid conclusions and recommendations. Reflecting on the research process and outcomes and the learning experience.
- Introduce students to the essential principles, practices and processes related to the rigorous selection, design, carrying out, analysis, evaluation and completion of a major piece of academic and/or business and management - discipline related research.
- Provide students with an understanding of the theoretical and practical aspects of research design and evaluation including ethical issues and literature/evidence searches and provide them with the necessary skills to undertake a sustained and individual programme of research.
- Support the development of the students' abilities in critical analysis, evaluation, the making of informed judgments and the communication of these in (a) academic and (b) professional business and management contexts.
- Develop the students' practical and professional abilities in applying and reviewing business and management research in both academic and simulation-live situations.
- Provide, evaluate and discuss a critical overview of Scenario Planning and case study analysis and their application and use in the development of a Business Development Proposal and Business Plan which is taken and developed to a "live" and launch stage.
- Evaluate the critical discussion framework for and exploring the concepts which may be identified in examples, models and scenario planning contexts in order that these may be reviewed and effectively applied in the development of a business project proposal to the immediate pre-launch stage and business submission stage.
- Develop each learner's experience in, and critical understanding, evaluation and analysis of, scenario evaluation and environmental scanning and how these may be used as creative contributions to business research, critical analysis, strategic and operational thinking, and the formation of a new business venture.
- Provide each student with the opportunity to develop the skills to communicate proposed solutions and the rationale behind them to an audience of potential investors, peers, business professionals, and academic mentors.
- Provide a project context which is based on the clear identification of business opportunity for each individual student and in which their formal report will be capable of being translated into a business venture proposal and able to be presented to investors for consideration for direct investment support.

Study Time Allocation

Stage 1: Developing research competence and the research proposal
Stage 2: The Dissertation

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	30	5%
Independent learning	570	95%
Placement learning	0	0%
TOTAL	600	100%

ASSESSMENT

Assessment Component 1
(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Formative Research Proposal and Business Development Proposal	15000 words	100%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	**100%**

INDICATIVE READING LIST

Module Code	**LCMB7037**	
Module Title	**Business Development Proposal**	
Classification	**Reading List entry**	**Electronic***
Essential	Bryman, A. and Bell, E. (2011) *Business Research Methods.* Oxford, OUP.	☒
Essential	Saunders, M.N.K., Lewis, P., and Thornhill, A. (2009) *Research methods for business students.* FT Prentice Hall.	☒
Essential	Easterby-Smith, M. Thorpe, P. & Lowe, A. (2008) *Management Research an Introduction.* 3rd ed. Sage.	☒
Further	Bryman, A. and Bell, E. (2011) *Business Research Methods.* Oxford, OUP.	☒
Further	Phelps, R., Adams, R. and Bessant, J. (2007) 'Lifecycles of growing organisations: A review with implications for knowledge and learning', in International Journal of Management Reviews. Vol 9 issue 1: pp.1-30.	☒
Further	Mullins, J. (2006) *The new business road test: What entrepreneurs and executives should do before writing a business plan*. Financial Times/Prentice Hall.	☒

Further	Jankowicz, A.D. (2004) *Business research projects.* 4th ed. Thomson Learning.	☒
Further	Cornelius, P., Van de Putte, A. and Romani, M. (2005) 'Three Decades of Scenario Planning in Shell', in California Management Review. Vol. 48 Issue 1: pp.92-109.	☒
Further	Lindren, M. & Bandhold, H. (2002) *Scenario Planning; The link between Future and Strategy*. Palgrave Macmillan.	☒
Further	Yin, R.K. (2003) *Case Study Research: Design and Methods.* 3rd ed. Sage.	☒