

### COURSE UNIT DESCRIPTION

Course Unit Title	<b>APPLIED BUSINESS RESEARCH PROJECT I</b>	
Course Unit Code	MB791	
Type of Unit	Core	
Level of Course Unit	Second cycle	
Year of Study	Second year	
Semester	On demand	
Number of ECTS Credits	12 ECTS	
Course Unit Objectives	The objective of this course is to provide students with an analytical framework which will integrate the various techniques and strategically analytical tools required to analyze a public or private business organization and to formulate a strategy.	
Learning Outcomes	On completion of this course students are expected to be able to:	
	CILO 1	Select the appropriate research design for conducting market research and apply them to solve business problems.
	CILO 2	Develop questionnaires that increase response rates, reduce biases and provide useful information for the decision making process.
	CILO 3	Determine competitive advantage and formulate strategy.
	CILO 4	Collect, analyze, and interpret empirical data using appropriate quantitative and qualitative methods.
	CILO 5	Apply tools and concepts associated with strategic analysis in real life situations.
	CILO 6	Effectively integrate knowledge and skills acquired throughout the programme.
Mode of delivery	Face to Face	
Prerequisites	60 ECTS	
Course Content	1 Types of Research Methods & Examples	CILO 1
	2 Exploratory Research	CILO 1
	3 Descriptive Research: Surveys	CILO 1, 2
	4 Causal Research: Experiments	CILO 1, 4
	5 Market Research Case Studies	CILO 1, 2, 4
	6 What is Strategy? An Introduction	CILO 3, 5, 6
	7 Challenging Assumptions	CILO 3, 5, 6
	8 Strategic Planning and Implementation	CILO 3, 5, 6
	9 The General Environment	CILO 3, 5, 6
	10 Scenario Analysis	CILO 3, 5, 6
	11 The Specific Environment	CILO 3, 5, 6
	12 Industry Analysis	CILO 1, 3, 5, 6
	13 Customer Segmentation, Targeting	CILO 1, 3, 5, 6
	14 Company Positioning	CILO 3, 5, 6
	15 Strategic Capabilities and Competitive Advantage	CILO 3, 5, 6
	16 International Strategy	CILO 3, 5
16 Implementing Strategy	CILO 3, 5, 6	
Recommended or required reading	<u>Textbook:</u>	

	<p>Johnson G., Whittington, R., Scholes, K., D, Angwin &amp; P. Regnér (2020). <i>Exploring Strategy: Text and Cases</i> (12th ed.). Prentice Hall.</p> <p><u>Further reading:</u></p> <p>Aaker, A. David (2005). <i>Strategic Market Management</i> (7<sup>th</sup> ed.). John Wiley &amp; Son  Carpender, M.A. &amp; Sanders, W.G. (2010) <i>Strategic Management</i> (2<sup>nd</sup> ed.). New Jersey, NJ: P. Prentice-Hall.</p> <p>Charles W. H. &amp; Arun K. J. (2011). <i>International Business, Competing in the Global Marketplace</i>. McGraw Hill.</p> <p>Collis, David J. and Michael G. Rukstad. (2008). <i>Can You Say What Your Strategy Is?</i> Harvard Business Review, April, pp. 82-90</p> <p>Dijksterhuis, Ap; Bos, Maarten W.; van der Leij, Andries; van Baaren, Rick B. (2009). "Predicting Soccer Matches After Unconscious and Conscious Thought as a Function of Expertise". <i>Psychological Science</i>. 20 (11): 1381–1387.</p> <p>Gans, S. and S. Stern (2003). <i>The product market and the market for "ideas": commercialization strategies for technology entrepreneurs</i>. <i>Research Policy</i> 32: 333-350</p> <p>Gladwell, M. (2007). <i>Blink: The Power of Thinking Without Thinking</i>. Back Bay Books.</p> <p>Grant, R.M. (2010). <i>Contemporary Strategy Analysis</i> (7th ed.). Blackwell Publishing.</p> <p>Markides C. (2000). <i>All the Right Moves: A Guide to Crafting Breakthrough Strategy</i>. Boston: Harvard Business School Press.</p> <p>Markides, C. (2008). <i>Game-Changing Strategies</i>. (1<sup>st</sup> ed.) Jossey-Bass.</p> <p>Markides, C. (2021). <i>Organizing for the New Normal: Prepare Your Company for the Journey of Continuous Disruption</i>. (1<sup>st</sup> ed.) Kogan Page Ltd</p> <p>Porter, E. M. (1998). <i>Competitive Strategy: Techniques for Analyzing Industries and Competitors</i> (1<sup>st</sup> ed. – republication with new introduction). New York: Free Press</p> <p>Porter, E. M. (1996). <i>What is Strategy?</i> Harvard Business Review, 74(6): 61-78.</p> <p>Porter, E. M. (2008). <i>The Five Competitive Forces that Shape Competitive Strategy</i>. Harvard Business Review, 86: 78-93.</p> <p>Reeves, M. and M. Deimler. (2011) "Adaptability: The New Competitive Advantage," <i>Harvard Business Review</i>. July</p> <p>Hill, C. &amp; Jones, G. (2012). <i>Strategic Management Theory: An Integrated Approach</i> (10<sup>th</sup> ed.). South-Western Cengage Learning.</p> <p>Hitt, M.A., Ireland, D.R. &amp; Hoskisson, R.E. (2013). <i>Strategic Management: Competitiveness and Globalization</i> (10<sup>th</sup> ed.). South-Western Cengage Learning</p> <p>Thompson, A.A., Peteraf, M.A., Gamble, J.E. &amp; Strickland III, A. J. (2012). <i>Crafting and Executing Strategy: Concepts and Readings</i> (18th ed.). McGraw-Hill Irwin.</p> <p>Underhill, P. (2008). <i>Why We Buy: The Science of Shopping--Updated and Revised for the Internet, the Global Consumer, and Beyond</i>. Simon &amp; Schuster Paperbacks.</p> <p><u>Online sources:</u>  <a href="http://www.pearsoned.co.uk/mystrategylab">www.pearsoned.co.uk/mystrategylab</a></p>
Planned learning activities and teaching methods	Lectures; in-class discussions and debates; in-class exercises and experiential exercises; team work; networking activities; training videos; presentations; interviews; brainstorming; field studies; role play; focus groups; questionnaires; pilot testing.
Assessment methods and criteria	50% Group Business Project 50% Individual Assessment: 10% Class Participation 15% Peer-to-Peer Assessment 15% Individual Assignment

	10% Presentation
Language of Instruction	English