COURSE UNIT DESCRIPTION

Course Unit Title	**APPLIED BUSINESS RESEARCH PROJECT II**
Course Unit Code	MB792
Type of Unit	Core
Level of Course Unit	Second cycle
Year of Study	Second year
Semester	On demand
Number of ECTS Credits	18 ECTS
Course Unit Objectives	The objective is to write and present a final project in the form of a plan, a business plan, a strategy, a case study, or a research paper that is both academically underpinned and can be defended on sound managerial
Learning Outcomes	On completion of this course students are expected to be able to:
	CILO 1 Transform an original idea into a final project.
	CILO 2 Critically review existing research.
	CILO 3 Apply advanced academic writing skills and procedures.
	CILO 4 Consistently reference academic & non-academic sources
	CILO 5 Collect primary and secondary data relating to their research
	CILO 6 Analyze empirical data using appropriate quantitative and qualitative methods.
	CILO 7 Interpret results in order to provide solutions to business
	CILO 8 Critically evaluate results on legal and ethical grounds.
	CILO 9 Practically apply theory to formulate strategy
	CILO 10 Analyze in depth the general, intermediate and immediate environment of organizations.
	CILO 11 Analyze the financial health of organizations using advanced accounting and financial tools.
	CILO 12 Determine the efficiency and effectiveness of organizations in order to suggest improvements.
	CILO 13 Relate the analyzed results to their personal, professional and career development proposing a path for continuous
	CILO 14 Deliver an effective business presentation.
Mode of delivery	Face to Face
Prerequisites or corequisites	72 ECTS
Recommended or required reading	Literature Reviews: An Overview for Graduate Students (https://www.lib.ncsu.edu/tutorials/lit-review) Referencing system: APA standard (http://owl.english.purdue.edu/owl/resource/560/01/, http://www.apa.org) Sample Size Calculator (https://www.surveysystem.com/sscalc.htm)
Planned learning activities and teaching methods	Meetings with advisor and discussions on four submissions; presentation of results; questionnaire preparation; data collection, cleaning, presentation and analysis; literature review
Assessment methods and criteria	100% Business Project (hard and digital copy)
Language of Instruction	English