

Colbourne College

Unit 8: Research Project (20)

In partial fulfillment of the BTEC L4 - L5 Higher National Diploma in Business

Research Project

You are a Senior Partner in a Business Consultant Firm (your company name). Your firm analyzes existing and start-up businesses, creates solutions to problems, and helps small businesses to develop efficient plans for meeting their goals (more details will be required on the firm). The Firm is hired by a group of small investors purchasing an existing small business enterprise (provide name and details of the business acquiring).

You will need to assess:

“What are the nature, performance and potential of the small business enterprise your clients are acquiring”?

Aims and Objectives of the Business Research?

1. To develop the students’ skills of independent enquiry and critical analysis by undertaking a comprehensive research project in a small business enterprise - tourism or other services or product based sector.

The outcome of the assignment is;

One (1) Business Research Project (2,500 – 2700 words) that meet ALL the criteria of Unit 8

Purpose of the Research Project

1. Understand how to formulate a research specification
2. Be able to implement the research project within agreed procedures and to specification
3. Be able to evaluate the research outcomes
4. Be able to present the research outcomes.

Research Support:

Dr. Shaun Wright, will be Research Supervisor, with experience in small business enterprise, projects and research methods, he will be available for face to face meetings through class meetings and online by iTutor, Skype & email. Marsha Clarke, Director, Students Affair will provide ongoing pastoral and research support.

Assessments:

The Project will be marked by the Lecturer and Internally Verified by the Examination Committee. Samples of the Projects will be collected and marked by BTEC Moderators.

Research Deadlines

1. **May 20** – Deadline to submit Research Proposal
2. **June 20** – Deadline to submit first draft of the Business Research Project.
3. **July 20** - FINAL DEADLINE for both the Soft and Hardcopy of the Business Research Assignment with the Plagiarism Report through turnitin, and the signed Testimony Of Own Work. **Late work will NOT be accepted!**
4. **August 1** - Oral Presentation to discuss the findings and defend the Recommendations.

Research Instructions

- Use Harvard Referencing throughout.
- Research Assignment Template, Harvard Referencing Generator, Harvard Citation and Referencing Handouts, useful links to academic and research writing standards, Business Research Strategies, and Sample Business Research are available in office and online. See Marsha Clarke.

Oral Presentation Instructions

Business Presentation (Viva Voce):

1. *Present the research findings & outcomes.*
2. *Defend the recommendations.*
3. *Discuss own role and participation to the group to achieve the outcome.*
4. Produce a formal business report using proper presentation techniques.
5. Prepare the business presentation using suitable software and techniques to disseminate information effectively
6. Organise your attire, staging and equipment to suit your delivery methods and needs.

Assessments: Select members of the Faculty, Academic Committee, Staff, Business Community and Student Body will be present for the Presentation. Some will be part of the interview and assessment processes.

ASSIGNMENT COVER PAGE: UNIT 8

To PASS Students will meet ALL of the following Assessment Criteria for Units 13;

Learning outcomes On successful completion of this unit you must:	Assessment criteria for pass You will:	Page Number where criteria is met:
LO1 Understand how to formulate a research specification	1.1 formulate and record possible research project outline specifications	
	1.2 identify the factors that contribute to the process of research project selection	
	1.3 undertake a critical review of key references	
	1.4 produce a research project specification	
	1.5 provide an appropriate plan and procedures for the agreed research specification	
LO2 Be able to implement the research project within agreed procedures and to specification	2.1 match resources efficiently to the research question or hypothesis	
	2.2 undertake the proposed research investigation in accordance with the agreed specification and procedures	
	2.3 record and collate relevant data where appropriate	
LO3 Be able to evaluate the research outcomes	3.1 use appropriate research evaluation techniques	
	3.2 interpret and analyse the results in terms of the original research specification	
	3.3 make recommendations and justify areas for further consideration	
LO4 Be able to present the research outcomes	4.1 use an agreed format and appropriate media to present the outcomes of the research to an audience.	

I confirm that this assignment submitted is my own work and that the Plagiarism Report is enclosed.

Student's Name: _____

Submitted Date: _____

Student's ID #: _____

Lecturer's Signature: _____

Received: _____