

ROYAL AGRICULTURAL COLLEGE MODULAR SCHEME

Sheet updated: September 2011

Module Code 4004	Module Title Applied Commercial Research	Module Leader John Nixon
School which owns module	School of Business	
Programme(s) to which module belongs	MBA Business Management in the Food Industries (focus)	
Module Level 7	Module Credits 7.5	Pre-Requisites None
Minimum Study Time 75 hours	Contact Hours within Study Time 20	Teaching Period October – December
Module Content Following a brief commissioned by a commercial client, the students work as a team, gathering secondary and possibly primary data. Data analysis and evaluation leads to solutions that are provided to a client in the form of a report and an oral presentation.		
Module Outcomes To achieve credit for this module, students must be able to: <ol style="list-style-type: none"> 1. Evaluate a client's needs and develop a plan to deliver these. 2. Divide the work appropriately between groups, set and meet deadlines. 3. Appraise the different research methods available with a view to independently choosing appropriate methods and apply them to gather primary data (where appropriate). 4. Locate secondary data; understand, interpret and organise these data. 5. Present the results effectively to the client in an oral presentation and a written report. 		
Assessment	Description	Weighting
Coursework	Written and oral presentations to client and peer review of individual contributions to the group work.	100%
Examination	N/A	
Key Text: Students should be familiar with the content of at least one of the following: <p>Crowther, D. and Lancaster, G. (2009). <i>Research Methods: A Concise Introduction to Research in Management and Business Consultancy</i>. 2nd ed. Elsevier Butterworth Heinemann.</p> <p>Gill, J., Johnson, P. and Clark, M. (2010). <i>Research Methods for Managers</i>. 4th ed. Sage Publications.</p> <p>Saunders, M., Lewis, P. and Thornhill, A. (2003) <i>Research Methods for Business Students</i>. 3rd ed. Pearson Education.</p>		