

BUSINESS RESEARCH (MRes/PgDip)

91N100H9/92N100VX

Duration: 12 months full-time (MRes).

Content: Candidates shall be required to attend the following designated programme of courses:

Stage 1

SL5011 Advanced Qualitative Methods in Social Science (30 credit points)

Plus two of the following Business School Level 5 courses of your choice (amounting to a total of 30 credit points).

BU5064 Operations Project Management (15 credit points)

BU5048 Business Strategy (15 credit points)

BU5038 Interpersonal Management, Negotiation and Persuasion (15 credit points)

BU5039 Marketing Management (15 credit points)

BU5051 Consultancy and Innovation (15 credit points)

BU5043 Marketing Decision Making (15 credit points)

Stage 2

All of the courses for Stage 1 and

SO5523 Quantitative Sociology: Philosophy and Methods (30 credit points)

SL5511 Approaches to Quantitative Analysis in Social Research (30 credit points)

Stage 3 (MRes only)

All of the courses from Stages 1 and 2, and

BU5967 MRes Dissertation (60 credit points)

Assessment: All assessment is based on coursework.