

BU6011

## Business Research Methods



**Course Aim** This course introduces research processes and methods necessary to plan, design, formulate and manage a business research project.

**Short Title**  
**Faculty** Business  
**Polytechnic Level**  
**Credits** 15  
**Pre-requisites** Nil  
**Co-requisites** Nil  
**Anti-requisites** BSB5011

**Version** 1  
**Effective From** September-16  
**Indicative NQF Level** 6  
**Student Contact hrs** 60  
**Self-directed hrs** 90  
**Other directed hrs** 0  
**Total learning hrs** 150

**Learning Outcomes**

- On successful completion of this course, students will be able to:
- 1 Apply business research methods to develop and to produce a business research project
  - 2 Formulate research aims and research problems
  - 3 Collect and analyze data using appropriate research methodologies
  - 4 Write conclusions and recommendations based on interpretation of data analysis and research aims
  - 5 Demonstrate appropriate use of workplace skills and technology.

**NQF Sub-strand**

Practical  
Application of knowledge  
Practical  
Application of knowledge  
Theoretical  
Understanding  
Theoretical  
Understanding  
Communication, ICT, Numeracy