Introduction to Business Research & Topic Selection

Welcome to Week 1 of our business research module. This presentation will introduce you to the fundamentals of business research, guide you through the topic selection process, and prepare you for developing effective problem statements. We'll explore how research applies specifically to accounting, finance, and small-to-medium enterprises.

Welcome & Module Overview

What to Expect

This module will equip you with essential research skills needed for business analysis and decision-making. We'll progress from basic concepts to practical application, culminating in your own research project.

Throughout the course, you'll develop critical thinking abilities while learning methodologies that apply directly to real-world business scenarios.

Learning Outcomes and Assessment Structure

Key Learning Outcomes

- Identify and formulate relevant business research problems
- Apply appropriate research methodologies to business contexts
- Analyze and interpret business data effectively
- Communicate research findings to stakeholders

Assessment Structure

- Topic selection and problem statement (15%)
- Research proposal (25%)
- Progress presentation (20%)
- Final research report (40%)

What is Business Research?

Business research is a systematic inquiry aimed at providing information to guide business decisions. It involves collecting, analyzing, and interpreting data to address specific business problems or opportunities.

Unlike academic research, business research is typically applied in nature, focusing on practical outcomes that can improve organizational performance, processes, or strategy.

Relevance to Accounting, Finance, and SMEs

Accounting Applications

- Evaluating effectiveness of accounting practices
- Assessing impact of regulatory changes
- Improving financial reporting processes

Finance Applications

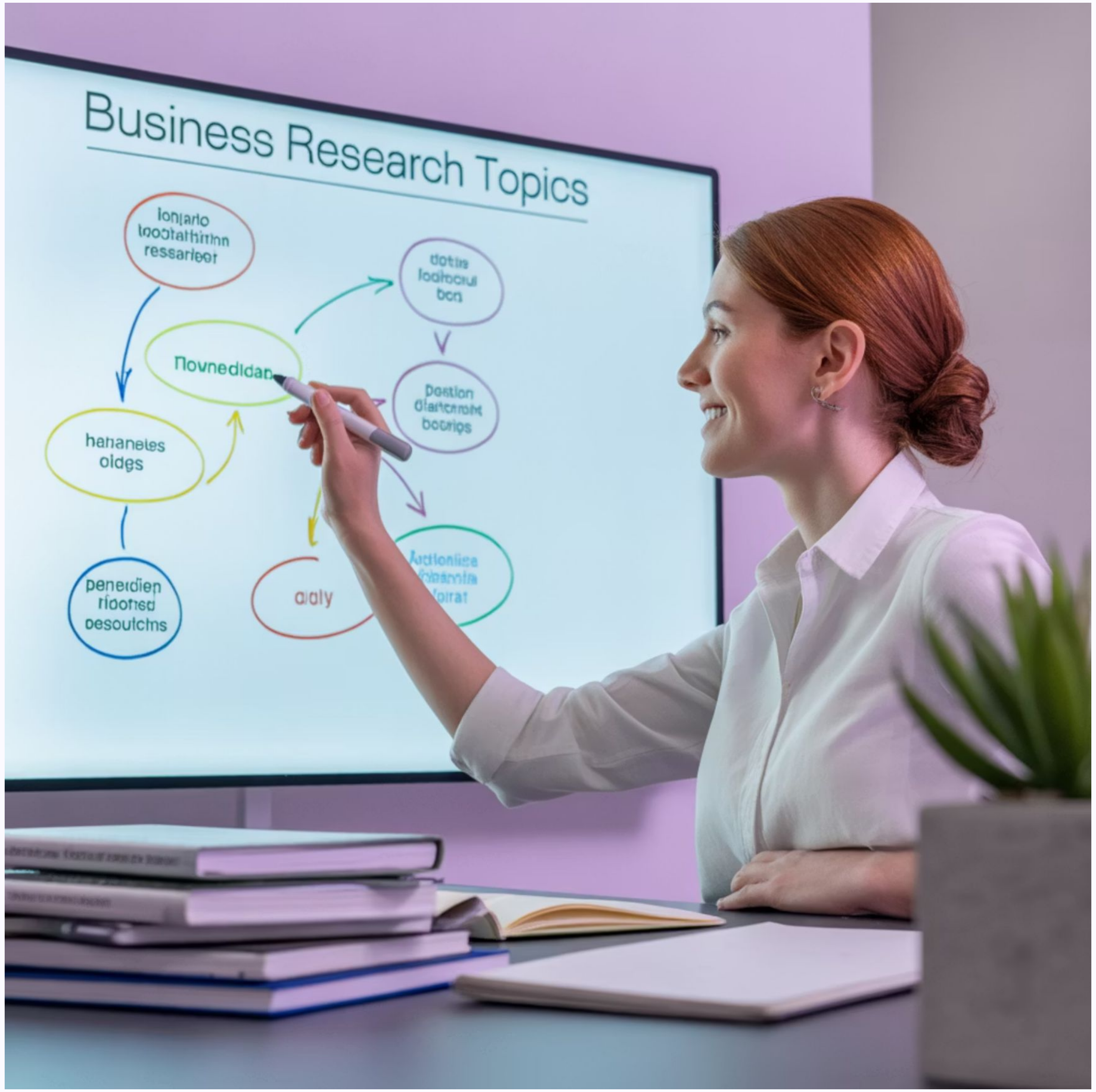
- Investment decision analysis
- Risk assessment methodologies
- Capital structure optimization

SME Applications

- Market opportunity identification
- Resource allocation strategies
- Competitive positioning analysis

Research Topics: Areas of Focus

When selecting your research topic, consider these key areas that align with current business challenges and opportunities. Your topic should ideally address a meaningful gap in knowledge or practice within your field of interest.



Characteristics of a Good Research Topic

Specific & Focused

Narrow enough to be manageable within your timeframe and resources, while addressing a clearly defined issue or question.

Original & Relevant

Contributes new insights to the field and addresses current business challenges or opportunities with practical implications.

Measurable & Feasible

Can be investigated using available data collection methods and analyzed within your technical capabilities and resource constraints.

Well-Supported

Has sufficient existing literature to provide theoretical foundation, while still offering room for original contribution.

Next Steps: From Topic to Problem Statement

Once you've selected your research topic, the next critical step is developing a clear problem statement. This statement should articulate the specific issue your research will address and why it matters.

For Next Week:

- Identify 2-3 potential research topics of interest
- Conduct preliminary literature review on each
- Prepare a draft problem statement for your preferred topic