

Understanding the Business Research Journey

Welcome to week 1 the Business Research Project module! This capstone experience will guide you through the complete research cycle—from formulating questions to delivering actionable business recommendations. Over the coming weeks, we'll explore how to identify real-world business problems and develop meaningful solutions through structured research.



Module Overview & Assessment

Module Structure

This capstone module represents the culmination of your business education, requiring you to synthesize and apply knowledge from previous coursework.

You'll develop critical research skills while addressing authentic business challenges, preparing you for professional environments.

Assessment Details

- Final research report (6,000-7,000 words)
- Comprehensive literature review
- Data collection and analysis
- Evidence-based recommendations

Capstone Expectations

Comprehensive Research

Your 6,000-7,000 word report should demonstrate thorough investigation of a business problem, including robust literature review and methodical analysis.

Professional Standards

Work should reflect graduate-level quality with proper citations, professional formatting, and clear business writing.

Independent

While supervision is provided, this project showcases your ability to conduct independent research and develop original insights.



Key Learning Outcomes



Research Skills

Develop ability to identify relevant literature, design appropriate research methodologies, and collect meaningful data.



Analysis & Synthesis

Learn to analyze complex business data and synthesize findings into coherent, evidence-based conclusions.



Problem-Solving

Enhance critical thinking to develop practical, innovative solutions to real-world business challenges.



Communication

Refine ability to present complex research findings in clear, professional business formats.



The Research Cycle

Research Question

Formulate a clear, focused business problem that can be investigated through research.

Recommendations

Develop evidence-based solutions and actionable business insights.



Literature Review

Examine existing knowledge and theoretical frameworks relevant to your topic.

Methodology

Design appropriate research methods to collect relevant data.

Data Analysis

Process and interpret collected information using appropriate analytical tools.

Research Project Topics

Potential Research Areas

- Market entry strategies for emerging markets
- Digital transformation challenges in traditional industries
- Sustainability initiatives and business performance
- Consumer behavior in post-pandemic environments
- Supply chain resilience and optimization
- Employee engagement in remote/hybrid workplaces

Selection Criteria

Choose topics that are:

- Relevant to current business challenges
- Narrow enough to be manageable
- Broad enough to find sufficient literature
- Aligned with your interests and career goals
- Feasible within time and resource constraints

Brainstorming Activity

Identify Industry Challenges

Consider sectors you're familiar with or interested in. What problems are they facing? Look at news articles, industry reports, and company announcements.

Narrow Your Focus

Select a specific business problem within that industry. Consider scope, access to data, and personal interest. The problem should be significant but manageable.

Formulate Research Questions

Develop 2-3 potential research questions that address your chosen problem. These should be specific, measurable, and answerable through research.



Deadlines & Supervision

Key Milestones

- Week 3: Research proposal submission
- Week 6: Literature review draft
- Week 9: Methodology and preliminary findings
- Week 12: Final report submission

Supervision Process

You'll be assigned a faculty supervisor based on your research area.

Expect:

- Bi-weekly supervision meetings
- Written feedback on drafts
- Office hours for additional support
- Email communication between meetings