

Course Title: **Applied Business Research and Communication skills**

Course Code: **BUSS901**

Descriptor Start Date: **02/03/2026**

POINTS: **15.00**

LEVEL: **9**

PREREQUISITE/S: **None**

COREQUISITE/S: **None**

RESTRICTION/S: **None**

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

The design of an applied business project that addresses a business or industry issue. Develops applied business communication, consultancy and research skills required to formulate, scope and plan applied projects within business contexts. Students will build skills to evaluate, apply and reflect on a range of communication competencies in business contexts and diverse environments.

LEARNING OUTCOMES

1. Apply advanced applied research skills to identify and scope an industry or business issue taking into account any business constraints and considerations.
2. Develop a project proposal to address the identified business issue, including the proposed application of appropriate concepts, theories, models and frameworks.
3. Apply advanced communication skills, both written and oral, and using various media, to effectively communicate the proposed project in the style of a consultancy project.
4. Critically evaluate and apply principles of integrity, ethics and the Treaty of Waitangi in proposing applied research.
5. Critically reflect on personal learning and ethical practices relating to the development of an applied business project and the role of a consultant.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

CONTENT

Communicating with Influence:

- Concepts, and principles of effective business communication
- Communicating during crisis, disruption, complexity etc.
- Use of rich media tools and platforms to communicate with different audiences
- Effective presentations of projects and reports

Establishing the Project and Engaging with the Client:

- Problem identification and framing the research questions
- Principles of integrity, ethics, and the Treaty of Waitangi
- Project management and stakeholder management
- Effective group collaboration and communication
- Development as a consultant

Researching the Issue:

- Tools, techniques, frameworks and models for consultancy projects
 - Secondary data collection methods (including interviewing for factual information)
- Reviewing and justifying appropriate theory, frameworks, models
- Advanced research skills

Synthesising Ideas & Forming Preliminary Recommendations:

- Writing literature reviews for business consultancy projects
- Writing a consultancy project proposal

Reflecting on Professional Practice:

- Reflective writing
- Social, ethical, cultural, and sustainability considerations in conducting consultancy projects

LEARNING & TEACHING STRATEGIES

An appropriate range of strategies that may include lectures, workshops & online learning.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Oral Presentation (Individual)	40.00	1, 2, 3, 4
Written Project Proposal (Individual)	50.00	1, 2, 3, 4
Reflection (Individual)	10.00	5

Grade Map

MAP1

A+ A A- Pass with Distinction
B+ B B- Pass with Merit
C+ C C- Pass
D Fail

Overall requirement/s to pass the course:

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LEARNING RESOURCES

Details of all learning resources (including journals, databases, websites etc) are available on Canvas. Required Text(s): If there is a required text, details are available by searching the University Bookshop's website: www.ubs.co.nz

For further information, contact: Te Ara Pakihi, Te Ohanga Me Te Ture - Faculty of Business, Economics and Law

Principal Programme: AK1090, Master of Business Management

Related Programme/s: AK1045 MMktg, AK1046 PgDipMktg, AK1065 MGBus, AK1066 PgDipGBus, AK1085 MSCM, AK1086 PgDipSCM, AK1091 PgDipBM

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