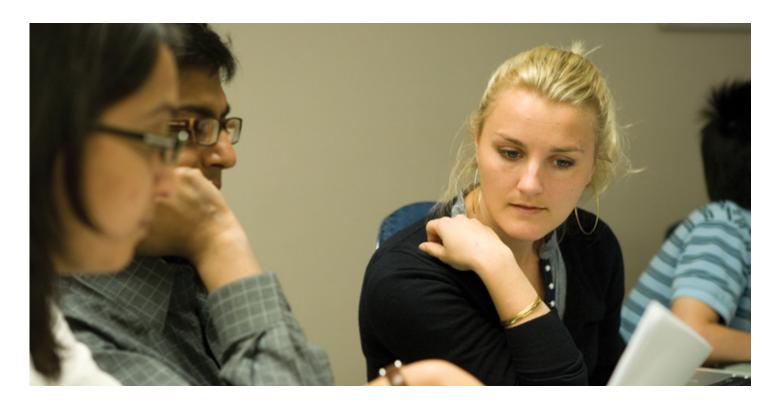# The Ivey Accelerated MBA
Research Project

The AMBA Research Project is a great opportunity for students to develop their expertise in a professional area of interest, while rounding out their skill-set with applied business research skills not typically covered during the HBA.

Given the depth of research typically conducted during this project, students find that their increased knowledge can become a key differentiator when pursuing job opportunities within their chosen area of interest. Additionally, the project presents opportunities for collaboration and networking with people in organizations and industries related to the research topic and field of study.

Examples of Topics

Project topics researched over the past two years have included:

- Forecasting demand for financial services in China
- The impact of social media in the recording industry
- How a manufacturing company could implement "green" practices to improve financial performance
- The relationship between government "green" energy programs and stock returns
- Predicting media politicization around large oil and gas pipeline projects
- The relationship between organizational learning approaches and the success of business turnarounds
- How the NBA can successfully grow in India
- Generational differences affecting the impact of technology on work-life balance
- The development of low-cost vaccines for poor countries

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Course Description & Schedule

Section 1: August – September

The objectives of this section are to provide students with an introduction to applied business research, and guide the development of a sound research proposal.

Classes will cover the following research-related topics:

- Overview of applied business research
- Development of research questions
- Approaches to research design
- Archival data sources, with an emphasis on the resources available through the Ivey / Western library system
- Quantitative / cross-sectional data collection and analysis
- Qualitative data collection and analysis
- Specialized business research best practices
- Current trends in business research, including "big data" and data visualization
- Writing
- Development of research implications, and presentation of findings

There will also be focused interaction around students' specific research proposals, including class presentations and 1:1 discussions with the professor to finalize research proposals. The aim is to ensure that each student is starting on the independent part of the course from a strong base.

Section 2: October – January

During this time, students will conduct their relevant business research and compile a report with their findings.

It is expected that these projects will draw on existing information, and will also create some new knowledge through interviews, surveys, statistical analysis, etc. Students are welcome to meet with the course professor during this period, at their convenience. Those students, who are collaborating with another professor or an organization, are also expected to meet with these people as appropriate.

Weighting & Evaluation

The weighting of this course is three credits and will be evaluated using the following components*:

Component	Weight
In-Class Contribution and Assignments	20%
Research Proposal (due late September)	30%
Interim Research Report (due early November)	20%
Final Research Report (due late January)	30%
Total	100%

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