

MODULE DESCRIPTOR

SECTION A: MODULE DETAILS

Module Title	Research Methods						
Short Title	ResMeth						
Module Code	BM631	Date of First Approval			September 2018		
Responsible Department	Business, Law & Computing	Date of Version			September 2018		
FHEQ Level	Level 6: Honours	Version No.			1		
Credit Value	15 Credits	Expected Length			15 weeks		
Status	Approved	Regime of Delivery			Campus Based		
Semester taught	S1 <input checked="" type="checkbox"/>	S2 <input checked="" type="checkbox"/>	S3 <input type="checkbox"/>	SB <input type="checkbox"/>	S1A <input checked="" type="checkbox"/>	S2A <input checked="" type="checkbox"/>	SBA <input type="checkbox"/>
	T1 <input type="checkbox"/>	T2 <input type="checkbox"/>	T3 <input type="checkbox"/>	T4 <input type="checkbox"/>	Other <input type="checkbox"/>	Other <input type="checkbox"/>	Other <input type="checkbox"/>

SECTION B: MODULE DESCRIPTION

Brief Description
<p>Business research methods are an essential component of the graduate skill set and advances in technology require the graduate to comprehend the design, application, analysis and evaluation of appropriate research methodologies. Business research stands apart from the more traditional scientific fields of enquiry due to the heuristic nature and speed of change in global markets and consumer behaviour. Although termed business research the module will cover the academic topics associated and applied within the business management field and will draw from the social sciences for theoretical and conceptual inspiration.</p> <p>This module provides the student with the practical skill sets required to conduct quantitative and qualitative research within the field of business management. For students wishing to continue their studies and application of this topic they can progress to the Dissertation or Consultancy modules where they can conduct primary research in order to address a specific business related issue.</p>

Indicative Content
<ul style="list-style-type: none"> • Topic identification and feasibility study for major research projects. • Ethical issues in research design and application and their significance. • Secondary research methods and approaches to a major research project. • Primary research sources, analysis and methodologies. • Critical thinking skills and how to develop an argument. • Research methodologies, analysis, evaluation, application and critique. • Questionnaire design and data analysis using software packages. • Critically analysing information to extract important findings and presenting these. • Gaining access to research populations through negotiations. • Time management and project planning with the use of Gantt charts. • Professional image and approaches to external agents and actors.

SECTION C: MODULE OUTCOMES

On successful completion of the module, the student will be able to:	
1.	Engage in identifying a relevant topic appropriate to the students area of study from which a suitable research project can be developed.
2.	Demonstrate an understanding of how to conduct a literature review including searching for, and critically engaging with, the ideas of contributing authors to the particular topic.
3.	Critically evaluate and design a range of research methods and appropriate research techniques for the collection and analysis of data using quantitative, qualitative or joint methods in order to address the research aim, question and objectives.
4.	Critically engage in the ethical considerations of conducting research projects and the associated difficulties associated with the ethics involved in research decision-making.
5.	Demonstrate transferable skills including time management, project management, listening, negotiation, written communication skills, independent learning and advanced research skills.

Key Skills Matrix		
	<i>Developed</i>	<i>Assessed</i>
Information Acquisition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Critical thinking, analysis and synthesis	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Self-reflection	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Communication Skills: Oral	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Communication Skills: Written	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Information & Communications Technology (ICT)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Numeracy & Quantitative Skills	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Problem Solving & Decision Making	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Independent & Self-managed Learning	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Working with Others	<input checked="" type="checkbox"/>	<input type="checkbox"/>

SECTION D: MODULE STRATEGY

Employability / Career Development Statement
<p>The students are actively encouraged to pursue topics that relate directly to their chosen degree areas and targeted, where possible, at specific employers and their USP. This relates directly to using the knowledge and skills to develop a research topic for potential use in other modules such as dissertation or consultancy projects which will act as a focal point for the students' CV and job application where they can showcase their knowledge, skills and value added knowledge from their primary research. This approach encourages the students to research the issues that the industry is focussed on and allows them to research the present practice and issues the employers would be potentially interested in.</p>
<p>The student is required to have both quantitative and qualitative research skills as part of their portfolio of business skills when entering the workforce as well as knowledge of emerging and contemporary developments within the field. Awareness of ethical issues will be developed in order to ensure the student is compliant with both best practice and legal frameworks.</p>

Generic skill development is accomplished through secondary research, analysis, evaluation and awareness of primary research activities, at the same time report writing skills, critical and evidence based argument, time management and project management skills will be acquired, as well as interview and questionnaire design and analysis skills.

The students are encouraged to develop their emotional intelligence throughout the course in order to be able to relate and interact with peers and the module leader as well as potential research populations in order to generate answers to their research questions, which may be of a sensitive nature.

Learning & Teaching Strategy

The learning and teaching strategy will focus on comprehension and application of theory through short instructional and theoretical lectures followed by practical classes and workshops where the student will engage in activities and the use of software to enhance and embed their portfolio of research skills. The use of online databases via the university LRC will be used to develop the student's skills as well as identifying individual pieces of literature and databases from which to draw the theoretical underpinning for their secondary research.

Statistical analysis software packages will be introduced to the students as part of the curriculum as well as the use of online survey software for e-research projects. The use of software for time management and project management using Gantt charts or the development of the students' own work breakdown summary using Microsoft Excel is also encouraged.

Assessment Strategy

The assessment strategy for this module is comprised of two pieces of individual coursework.

Coursework one is an individual research proposal including topic title and rationale, methodology design, justification, analysis plan with a project management plan weighted at 70%. Coursework one will outline the case and justification for their chosen research project and allow the student to evaluate different research methodologies in order to justify their final selection. An overview of the field of literature will be identified through the use of databases to present a robust examination of the literature contributing to the topic. In order to demonstrate both quantitative and qualitative research skills the student will assess different approaches and provide a critique and justification from the application of software packages where appropriate.

Coursework 2 is an individual written report on the ethical considerations of the student's research proposal weighted at 30%. Within this coursework the student will examine the wider contextual issues of ethics in research as well as the legal frameworks and compliance.

SECTION E: SCHEDULED LEARNING AND TEACHING

Notional Hours	
1 Credit is equivalent to 10 notional learning hours (30 credits = 300 learning hours). All hours should be calculated based on what an individual student might be expected to receive.	
<i>Category (Please refer to QAA Guidance in completing this section)</i>	<i>Total Hours</i>
Scheduled Learning and Teaching Activities (SLTA)	
Lectures (incl. virtual and face to face contact)	22.5
Seminars (incl. virtual and face to face contact)	22.5
Tutorials – per individual student (incl. virtual and face to face contact)	
Project supervision (incl. virtual and face to face contact)	
Demonstration (incl. virtual and face to face contact)	
Practical classes and workshops	
Supervised time in studio/workshop/rehearsal space	
Fieldwork, e.g. survey work, data collection	
External visits, e.g. visits to sites, museums or collections	
Sub-total: SLTA	45
PLUS Guided Independent Study (GIS)	105
PLUS Placements / Study Abroad / Work based Learning	
TOTAL (Sub-total of SLTA plus GIS, plus Placements)	150

SECTION F: ASSESSMENTS

Summative Assessment Regime				
ID	KIS Category/Activity Type & Brief Description (Please refer to: QAA Guidance in completing this section)	Learning Outcomes Assessed	Weighting % or P/F	Indicative Week No.
CW1	Coursework: Written Assignment: Initial proposal including methodology design and justification of research approach, 1,500 words.	1-3,5	70%	12
CW2	Coursework: Written Assignment: A critical reflection of ethical issues and requirements for a researcher, 1,000 words.	4, 5	30%	15
Module Pass Requirements: Standard Regs apply				

SECTION G: ACADEMIC RESOURCES

Key Texts
<ul style="list-style-type: none">• Bryman, A. and Bell, E. (2011) <i>Business Research Methods</i>. 4th ed. Oxford University press. Oxford.• Horn, R. (2009) <i>Researching & Writing Dissertations: A complete guide for business and management students</i>. London: Chartered Institute of Personnel and Development.• Saunders, M., Lewis, P. and Thornhill, A. (2009) <i>Research Methods for Business Students</i>. 5th ed. Harlow: Prentice Hall.
Journals (including e-Journals)
<ul style="list-style-type: none">• Harvard Business Review• Personnel Today• The Economist
Databases
<ul style="list-style-type: none">• Mintel• ABI Proquest
Websites
<ul style="list-style-type: none">• Purdue University http://owl.english.purdue.edu/sitemap/• The Financial Times http://www.ft.com/home/uk• The National Centre for Research Methods https://www.ncrm.ac.uk/ https://www.ncrm.ac.uk/resources/

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