



Module Specification

Research Methods for Business

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Part 1: Information

Module title: Research Methods for Business

Module code: UMCDM8-15-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Business and Management Cross-Disciplinary

Module type: Module

Pre-requisites: Business Decision Making for Marketing and Events 2023-24

Excluded combinations: Research Methods for Business (Accounting, Economics and Finance) 2023-24

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: The module aims to support students in developing a critical, scholarly and appreciative understanding of the principles and practices of organisational enquiry. This includes not only empirical or conceptual research, but

also work-based consultancy, project and action research in a broader sense.

Teaching and learning methods will reflect the wide diversity of potential approaches and methods, and the intellectual and practical benefits of successful identification and solution of organisational problems.

With a few notable exceptions, students are free to prepare a research proposal from topic areas throughout business and management. Students on the BA (Hons) International Business programme are expected to focus their studies on a research project related to the subject area of international business or to put other business and management topics into the context of businesses working internationally. Similarly, students on BA (Hons) Business & HRM are expected to focus on a HRM-related research project.

The proposal developed in this module will form the basis of the student's own data collection, data analysis and interpretation of data related to a real world issue for a company, charity or other organization, in the next semester's 'Introductory Research Project'.

Outline syllabus: The curriculum content for this module covers:

Designing a mixed methods organisational enquiry project

Framing problems, questions and objectives in organisational enquiry

Reviewing the evidence-base in organisational enquiry

Access to organisations and research participants

Principles of quantitative enquiry: data types, data collection techniques, data analysis methods and interpretation

Principles of qualitative enquiry: data types, data collection techniques, data analysis methods and interpretation

Ethics of organisational enquiry

Designing successful pitches and proposal

Practising quantitative enquiry

Practising qualitative enquiry

Underpinning skills sessions will address the following related syllabus:

Effectively utilise UWE IT and library systems, identifying and accessing a variety of

resources both in print and electronically; and effectively utilise a variety of computer software packages relevant to organisational enquiry

Evaluate data sources and make informed judgments about their quality and relevance

Constructively interpret, evaluate and critique the available evidence-base, identifying strengths and weaknesses in design, technique, analysis and conclusions

Effectively comprehend and demonstrate the principles and practices of enquiry project design

Identify, select and defend methods and techniques of data collection appropriate for enquiry in a specific field of study, and specify and defend their relevance to a specific research question.

Demonstrate awareness of issues relating to the rights of other researchers, of research subjects and of others who may be affected by research or other form of organisational enquiry

Demonstrate effective project planning skills

Demonstrate effective academic and applied writing and editing skills

Part 3: Teaching and learning methods

Teaching and learning methods: Weekly 1 hour lectures will take students through the stages of both qualitative and quantitative research, while two x one hour tutorials per week will allow students to work in groups to identify a research topic, negotiate access to organisations, and build a research proposal over the course of the module with formative feedback from staff with expertise in relevant research methods (including statistics). Software such as Qualtrics and NVivo will be introduced, and statistical knowledge reviewed and advanced using Excel and SPSS.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate an informed understanding of the roles and purposes of different types of organisational enquiry and business research

MO2 Demonstrate an understanding of the principles and practice of the design of research and other investigative projects

MO3 Demonstrate the ability to evaluate, select and pursue different enquiry approaches, methods and methodologies

MO4 Demonstrate an understanding of ethics in the enquiry process

MO5 Understand, select and apply different methods of enquiry relative to context

MO6 Be familiar with relevant business databases

MO7 Interpret and evaluate published management research and other evidence

MO8 Design and propose an introductory enquiry project

MO9 Self critically reflect on the quality of their own work

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: The assessment methods are chosen to provide formative and summative feedback and to enable the students to demonstrate that they have achieved the learning outcomes of the module.

A presentation presented and prepared by a group will summarise a real world research problem, outline a small scale research strategy, and address issues of access to participants and data. The scope of this proposal will be limited to a very precise research question, small expected sample sizes and limited scope on behalf

of an organisation or sector, to be decided upon by the group. Verbal and written feedback will be supplied in response to the presentation, for use in developing future tasks. The slides are subsequently submitted INDIVIDUALLY via Blackboard including any changes subsequent to the feedback given in the presentation.

A 2,000-2,500 word proposal task will be developed as coursework over the module, and build upon ideas initially presented in the group presentation. A combined qualitative and quantitative approach is required, in a professional format suitable for presenting to the client

Groups of students will be expected to identify organisations (businesses, charities and not for profit organisations) in order to develop a research question and initial group presentation task, but students will largely work alone to develop and clarify their own research proposal task.

Assessment tasks:

Written Assignment (First Sit)

Description: Groups do an In-class proposal presentation (min 10 mins) where they get formative feedback.

They then individually submit these slides at a later date (approximately a week later).

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO9

Project (First Sit)

Description: Individual proposal (2500 words)

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Written Assignment (Resit)

Description: Individual reflection on development of/update to proposal; (500 words)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO9

Project (Resit)

Description: Individual proposal (2500 words)

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Human Resource Management [Frenchay] BA (Hons) 2022-23

Business and Management [Phenikaa] BA (Hons) 2022-23

Business and Management [Frenchay] BA (Hons) 2022-23

Business and Management [Villa] BA (Hons) 2022-23

International Business [Frenchay] BA (Hons) 2022-23

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

International Business Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2022-23

International Business Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2022-23

Business and Human Resource Management [Villa] BA (Hons) 2022-23

Business Management and Leadership [Frenchay] BA (Hons) 2022-23

International Business Management [Frenchay] BA (Hons) 2022-23

International Business Management {Split Delivery} [Frenchay] BA (Hons) 2022-23

Business and Management [NepalBrit] BBA (Hons) 2022-23

International Business Management {Dual} [Taylors] BA (Hons) 2022-23

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Business and Human Resource Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Business and Human Resource Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business Management and Leadership {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business Management and Leadership {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

International Business {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

International Business {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22