



### MODULE SPECIFICATION

Part 1: Information			
Module Title	Research Methods for Business		
Module Code	UMCDM8-15-2	Level	2
For implementation from	September 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business and Law	Field	Business and Management Cross Disciplinary
Department	BBS: Business and Management		
Contributes towards	BA (Hons) Business and Management, BA(Hons) International Business, BA(Hons) Business and HRM, (BA Hons) Business Management and Leadership		
Module type:	Standard		
Pre-requisites	N/A		
Excluded Combinations	UMCDM9-15-2, UMADMJ-15-2		
Co- requisites	N/A		
Module Entry requirements	N/A		

Part 2: Description
<p>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.</p> <p>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 &amp; HRM are expected to focus on a HRM-related research project.</p> <p>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'.</p> <p>The curriculum content for this module covers:</p> <ul style="list-style-type: none"> <li>• Designing a mixed methods organisational enquiry project</li> <li>• Framing problems, questions and objectives in organisational enquiry</li> <li>• Reviewing the evidence-base in organisational enquiry</li> <li>• Access to organisations and research participants</li> <li>• Principles of quantitative enquiry: data types, data collection techniques, data analysis methods and interpretation</li> <li>• Principles of qualitative enquiry: data types, data collection techniques, data analysis methods and interpretation</li> </ul>

- Ethics of organisational enquiry
- Designing successful pitches and proposals
- 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: Assessment


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 Group presentation (Component A) 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 Component B. Methods to allocate marks according to the group's perceived impact of each group member will be used.

A 2,000-2,500 word proposal (Component B) 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 (Component A), but students will work alone to develop and clarify their own research proposal (Component B).

Identify final timetabled piece of assessment (component and element)	Component B	
% weighting between components A and B (Standard modules only)	A: 25%	B: 75%
<b>First Sit</b>		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. In-class group proposal presentation (10 minutes)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Individual proposal (2,500 words)	100%	
<b>Resit (further attendance at taught classes is not required)</b>		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	

1. Individual reflection on development of/updates to proposal (500 words)	100%																									
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>																									
1. Individual proposal (2,500 words)	100%																									
<b>Part 4: Teaching and Learning Methods</b>																										
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate an informed understanding of the roles and purposes of different types of organisational enquiry and business research (A, B)</li> <li>• Demonstrate an understanding of the principles and practice of the design of research and other investigative projects (B)</li> <li>• Demonstrate the ability to evaluate, select and pursue different enquiry approaches, methods and methodologies (B)</li> <li>• Demonstrate an understanding of ethics in the enquiry process. (B)</li> <li>• Understand, select and apply different methods of enquiry relative to context. (B)</li> <li>• Be familiar with relevant business databases. (B)</li> <li>• Interpret and evaluate published management research and other evidence. (B)</li> <li>• Design and propose an introductory enquiry project.(B)</li> <li>• Self critically reflect on the quality of their own work. (A)</li> </ul> <p>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.</p>																									
Key Information Sets Information (KIS)	<table border="1" data-bbox="497 1126 1449 1496"> <thead> <tr> <th colspan="5" data-bbox="497 1126 1449 1164"><b>Key Information Set - Module data</b></th> </tr> </thead> <tbody> <tr> <td colspan="5" data-bbox="497 1164 1449 1205"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4" data-bbox="497 1205 1161 1245"></td> <td data-bbox="1161 1205 1449 1245" style="text-align: center;">15</td> </tr> <tr> <th data-bbox="497 1290 639 1417">Hours to be allocated</th> <th data-bbox="639 1290 810 1417">Scheduled learning and teaching</th> <th data-bbox="810 1290 991 1417">Independent study hours</th> <th data-bbox="991 1290 1161 1417">Placement study hours</th> <th data-bbox="1161 1290 1310 1417">Allocated Hours</th> </tr> <tr> <td data-bbox="497 1417 639 1458" style="text-align: center;">150</td> <td data-bbox="639 1417 810 1458" style="text-align: center;">36</td> <td data-bbox="810 1417 991 1458" style="text-align: center;">114</td> <td data-bbox="991 1417 1161 1458" style="text-align: center;">0</td> <td data-bbox="1161 1417 1310 1458" style="text-align: center;">150</td> </tr> </tbody> </table> <p data-bbox="1353 1417 1398 1458" style="text-align: right;"></p>	<b>Key Information Set - Module data</b>					<i>Number of credits for this module</i>									15	Hours to be allocated	Scheduled learning and teaching	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150
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Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p><b>Written Exam:</b> Unseen or open book written exam  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																									
Total Assessment	<table border="1" data-bbox="628 1845 1321 2074"> <thead> <tr> <th colspan="2" data-bbox="628 1845 1321 1886">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td data-bbox="628 1886 1182 1926">Written exam assessment percentage</td> <td data-bbox="1182 1886 1321 1926" style="text-align: center;">0%</td> </tr> <tr> <td data-bbox="628 1926 1182 1966">Coursework assessment percentage</td> <td data-bbox="1182 1926 1321 1966" style="text-align: center;">75%</td> </tr> <tr> <td data-bbox="628 1966 1182 2007">Practical exam assessment percentage</td> <td data-bbox="1182 1966 1321 2007" style="text-align: center;">25%</td> </tr> <tr> <td colspan="2" data-bbox="628 2007 1321 2074" style="text-align: right;">100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	75%	Practical exam assessment percentage	25%	100%																
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Reading List	Reading list link: <a href="https://uwe.rl.talis.com/lists/24B7152D-D10D-FDC5-12E5-FE2ABB32DC8D.html">https://uwe.rl.talis.com/lists/24B7152D-D10D-FDC5-12E5-FE2ABB32DC8D.html</a>
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## FOR OFFICE USE ONLY

First CAP Approval Date	15 December 2016 - Version 1 - <a href="#">link to RIA</a>			
Revision CAP Approval Date	August 2019	Version	2	<a href="#">Link to RIA</a>