



Module Specification

Conducting Evidence Based Research for Senior Leaders

Version: 2023-24, v2.0, 15 May 2023

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	6

Part 1: Information

Module title: Conducting Evidence Based Research for Senior Leaders

Module code: UMODH8-15-M

Level: Level 7

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

Delivery locations: Not in use for Modules

Field: Organisation Studies

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module encourages students to engage with a range of evidence based research methods that can be used for applied research

Features: Not applicable

Educational aims: The module aims to enable students to understand the importance of gaining and using knowledge and evidence to inquiry and research on

work-based contexts. It is designed to equip students with knowledge and skills to collect, critically evaluate, interpret and present relevant data from concrete organizational context.

Outline syllabus: During the module students will be encouraged to engage with a variety of academic perspectives that inform work based management research, work in teams to debate the merits and drawbacks of different approaches to the gathering, interpretation and presentation of data.

Part 3: Teaching and learning methods

Teaching and learning methods: Students will learn by demonstrating knowledge of different approaches to learning, using evidence and presenting academic arguments.

Teaching and learning sessions encompass a range of participative activities, such as case studies linked to a range of existing business and market challenges, problem solving activities and group discussion of relevant theories and concepts.

Subject to availability, guest speakers from business with business and management research needs will form an integral part of the teaching and learning on the module. Relevant reading and independent learning tasks will be detailed in the module handbook and online.

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

MO1 Critically evaluate and decide the applicability of research methodologies to work-based organisational events

MO2 Demonstrate an appreciation of the contextual relevance of such decision in research design and the selection of appropriate analytical techniques

MO3 Discuss how professional culture and the values of the researcher, and others with an interest in the outcome of research (clients, managers, the market), affect the research process and how data are gathered and used

MO4 Evaluate the role of research-based knowledge and evidence in complex managerial decision-making and policy formation

MO5 Make informed decisions about appropriate methodologies, commonly-used methods and any particular challenges of undertaking applied work-based research

MO6 Demonstrate research professionalism by considering alternative research strategies

MO7 Appraise the ethical and practical issues arising in carrying out participatory research, and take account of these issues when developing a research proposal

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 120 hours

Face-to-face learning = 30 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 assessments require students to analyse a management or business issue within their workplace in need of applying research to solve it.

Work Based Research Proposal (2500 words). Students will be required to develop an Independent or Consultancy research proposal on an issue in need to be researched in the student's workplace.

The Independent research proposal will include:

A justification of why the student consider the project relevant for the workplace

A brief literature review highlighting relevant sources and current debates

A proposed research methodology and methods to be applied

An audit of ethical and health and safety issues to be taken into consideration in designing the independent project

A completed ethics approval application

The consultancy proposal will need to:

A justification of why the client considers the project relevant

Identify issues and areas of concern or opportunity

Provide clear and detailed work packages to the point that the student can be certain

Indicate outputs from the project together with student's style of working with the client, dependent on the role the student seeks to take up: for example facilitation versus 'going away and solving a problem'

Set out, in so far as possible, that there is benefit to be gained from student's involvement and how this might be measured

Set client expectations at the correct level, also stating what is within and beyond the scope of the project

An audit of ethical and health and safety issues to be taken into consideration in designing the consultancy project

A completed ethics approval application

Throughout the module delivery opportunities will be taken for formative feedback and continuous feedback via the use of Blackboard and study group Blog activities as applicable.

Assessment components:

Project (First Sit)

Description: Work based project research proposal

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Project (Resit)

Description: Work based project research proposal

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Administration {Executive MBA} [Sep][PT][Frenchay][2yrs] MBA 2022-23

Business Administration {Executive MBA} [Jan][PT][Frenchay][2yrs] MBA 2022-23