MODULE SPECIFICATION

Part 1: Information			
Module Title	Research Methods for Business (Accounting, Economics and Finance)		
Module Code	UMADMJ-15-2	Level	2
For implementation from	September 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business and Law	Field	Accounting and Finance
Department	Accounting, Economics and Finance		
Contributes towards	BA (Hons) Business Management and Economics, BA (Hons) Business Management with Accounting and Finance		
Module type:	Standard		
Pre-requisites	N/A		
Excluded Combinations	UMCDM8-15-2 UMCDM9-15-2		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description

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. The module helps you develop the skills you need for your placement year and for your dissertation project in the final year.

Students on BA (Hons) Business & Economics or BA (Hons) Business Management with Accounting and Finance will prepare a research proposal from topic areas related to Economics or Accounting/Finance respectively .

The module culminates in the production of an initial project proposal that could form the basis of your own data collection, data analysis and interpretation of data related to a real world issue for a company, charity or other organization.

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, research participants and the ethics of research/organizational inquiry
- 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

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 project 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 (a small local organisation).

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	

	A:	**B**:
% weighting between components A and B (Standard modules only)	**25%**	**75%**

First Sit

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%

Resit (further attendance at taught classes is not required)

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%

Component B **Description of each element**	**Element weighting** (as % of component)
1. Individual proposal (2,500 words)	100%

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will be able to:
	• Demonstrate an informed understanding of the roles and purposes of different

types of organisational enquiry and business research (A, B)
- Demonstrate an understanding of the principles and practice of the design of research and other investigative projects (B)
- Demonstrate the ability to evaluate, select and pursue different enquiry approaches, methods and methodologies (B)
- Demonstrate an understanding of ethics in the enquiry process. (B)
- Understand, select and apply different methods of enquiry relative to context. (B)
- Be familiar with relevant business databases. (B)
- Interpret and evaluate published management research and other evidence. (B)
- Design and propose an introductory enquiry project.(B)
- Self critically reflect on the quality of their own work. (A)

Weekly 1 hour lectures will take students through the stages of both qualitative and quantitative research, while weekly 1 two hour tutorial/workshop 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). Appropriate software such as Qualtrics (for online questionnaires) and Excel (for statistics) will be introduced.

Key Information Sets Information (KIS)	Module delivery will be based on 3 hours of scheduled learning and teaching activities per teaching week. This will consist of:

- A weekly one hour lecture for the delivery of core syllabus concepts
- A two hour facilitated enquiry/problem-based learning workshop

Key Information Set - Module data

Number of credits for this module				15	

Hours to be allocated	Scheduled learning and teaching	Independent study hours	Placement study hours	Allocated Hours	
150	36	114	0	150	

Contact Hours

The table below indicates as a percentage the total assessment of the module which constitutes a;

Written Exam: Unseen or open book written exam
Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	75%
Practical exam assessment percentage	25%
	100%

Total Assessment

Reading List	Reading list link *https://uwe.rl.talis.com/lists/42357833-DC15-3EDD-D6E0-79D712DE843B.html*

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First CAP Approval Date	31 May 2018 - Version 1 - link to RIA			
Revision CAP Approval Date	August 2019	Version	2	*Link to RIA*