



MODULE SPECIFICATION

Part 1: Information			
Module Title	Research Methods for Business (Accounting, Economics and Finance)		
Module Code	UMADMJ-15-2	Level	Level 5
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Accounting and Finance
Department	FBL Dept of Accounting Economics & Finance		
Module type:	Standard		
Pre-requisites	Business Decision Making for Marketing and Events 2020-21		
Excluded Combinations	Introductory Research Project (Marketing and Events) 2020-21		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Overview: Students on BA (Hons) Business and 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.</p> <p>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.</p> <p>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.</p> <p>Outline Syllabus: The curriculum content for this module covers:</p> <ul style="list-style-type: none"> Designing a mixed methods organisational enquiry project Framing problems, questions and objectives in organisational enquiry Reviewing the evidence-base in organisational enquiry

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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.

Teaching and Learning Methods: 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.

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.

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

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

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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).

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B	✓	75 %	Individual proposal (2500 words)
Presentation - Component A		25 %	Group Presentation (narrated slides 10 minutes)
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B	✓	75 %	Individual proposal (2500 words)
Presentation - Component A		25 %	Individual presentation - narrated slides with min one slide reflecting on groupwork skills

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	Reference
	Demonstrate an informed understanding of the roles and purposes of different types of organisational enquiry and business research	MO1
	Demonstrate an understanding of the principles and practice of the design of research and other investigative projects	MO2
	Demonstrate the ability to evaluate, select and pursue different enquiry approaches, methods and methodologies	MO3
	Demonstrate an understanding of ethics in the enquiry process	MO4
	Understand, select and apply different methods of enquiry relative to context	MO5
	Be familiar with relevant business databases	MO6
	Interpret and evaluate published management research and other evidence	MO7
	Design and propose an introductory enquiry project	MO8
Self critically reflect on the quality of their own work	MO9	
Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	114
	Total Independent Study Hours:	114

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	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36
	Hours to be allocated	150
	Allocated Hours	150
Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/modules/umadmj-15-2.html</p>	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Business Management with Accounting and Finance [Sep][FT][Alexander][3yrs] BA (Hons) 2019-20

Business Management with Accounting and Finance [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Business Management with Accounting and Finance [Sep][SW][Frenchay][4yrs] BA (Hons) 2019-20

Business Management and Economics [Sep][SW][Frenchay][4yrs] BA (Hons) 2019-20

Business Management and Economics [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Business Management and Economics [Jan][FT][Villa][3yrs] BA (Hons) 2019-20

Business Management and Economics [Jan][SW][Villa][4yrs] BA (Hons) 2019-20

Business Management with Accounting and Finance {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

Business Management with Accounting and Finance {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2018-19

Business Management and Economics {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2018-19

Business Management and Economics {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19