



Module Specification

Research Methods for Business (Accounting, Economics and Finance)

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Part 1: Information

Module title: Research Methods for Business (Accounting, Economics and Finance)

Module code: UMEDMJ-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 Accounting Economics & Finance

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Economics

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: Students on BA (Hons) Business and Economics prepare a research proposal from topic areas related to Economics or Accounting /Finance respectively. That proposal focuses on identifying research questions, putting together a literature review, setting up a research design, designing and testing out data collection tools as well as planning your analysis.

We are giving you the tools you need to complete your Applied Business Project/Economics Dissertation in your final year.

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 small-scale project research that principally focused on multi-method case study research design using primary data. We are preparing you for your dissertation.

Outline syllabus: The indicative curriculum content for this module is:

Understanding the strategic objectives of small scale project research

Framing problems, research questions/puzzles and objectives

Reviewing, evaluating and synthesising academic literature

Designing multi/mixed method case study research - including all the issues of choice and sampling

Ethics, power and access in research

Principles of data collection design

Principles of data analysis planning - for qualitative and quantitative forms of analysis

Project management skills and reflecting on group-working dynamic in project delivery

Part 3: Teaching and learning methods

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 business economics/management-related problems. The module helps you develop the skills you need for your placement year and for your dissertation project in the final year.

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

* two hours of workshop/tutorial problem-based (interactive) learning where we pick up on the practice of doing research.

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

MO1 Apply and academically justify choices in the "research design process"

MO2 Design data collection instruments appropriate for Business Economics

MO3 Identify and mediate ethical risk in case study research

MO4 Construct a synthesis of multiple pieces of academic evidence and articulate that to underpin a research question

MO5 Engage in and reflect on a process of team-working appropriate to research design practice

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/modules/umadmj-15-2.html) via the following link <https://uwe.rl.talis.com/modules/umadmj-15-2.html>

Part 4: Assessment

Assessment strategy: We will assess your skills and competences in research methods through two assessment tasks:

The first assessment task (25%) is compiling and delivering a group presentation based on a synthesis of academic literature. This will establish a conceptual framework/research problem statement;

The second assessment task is writing a short research proposal on your own. This includes a pilot of one of your data collection methods. This is worth 75% of your

mark and the main text will be not longer than 2500 words. This will ideally build on the first assessment task.

We will support your assessed work through the workshop activities

Assessment components:

Presentation (First Sit)

Description: Group Presentation (narrated slides 10 minutes)

Weighting: 25 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO4, MO5

Written Assignment (First Sit)

Description: Research Proposal (2500 words)

Weighting: 75 %

Final assessment: Yes

Group work: No

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

Presentation (Resit)

Description: Individual presentation - narrated slides with min one slide reflecting on groupwork experience in this module

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO4, MO5

Written Assignment (Resit)

Description: Research proposal (2500 words)

Weighting: 75 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

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

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

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

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

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

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

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