



Module Specification

Applied Research Skills in Accounting and Finance

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Part 1: Information

Module title: Applied Research Skills in Accounting and Finance

Module code: UMADQM-15-2

Level: Level 5

For implementation from: 2024-25

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Accounting and Finance

Module type: Module

Pre-requisites: Statistics and Data Management 2023-24

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Pre-requisites: Students must have taken one out of UMED8J-15-1 Statistics and Data Management OR UMADQ8-15-1 Essential Information Skills

Features: Not applicable

Educational aims: The module aims to equip students with the necessary knowledge and confidence to become critical users of academic research in Accounting and Finance, while enabling them to design and carry out empirical

pieces of research in their area of interest. It also aims to equip students with the necessary information and data skills to apply key quantitative and qualitative research methods in Accounting and Finance on topical issues using software widely used in academia and professional practice.

Outline syllabus: In this module, students will be introduced to the main business research paradigms to gain a sound understanding of the various approaches that can be adopted in researching real-life accounting and finance phenomena. Once students have a solid understanding of business research paradigms, they will be exposed to the two main research strategies, namely quantitative and qualitative and examine their suitability and applicability in different business scenarios.

Part 3: Teaching and learning methods

Teaching and learning methods: Students will study key quantitative and qualitative research methods that they can apply on their own research projects while paying careful attention to various research considerations, such as sample size, data collection among others. Focus is placed on the practical application of a key number of quantitative and qualitative research methods so that students can develop a good grasp of the actual research process and its subtleties as well as the critical interpretation and evaluation of published research in the area of Accounting and Finance.

The module will then culminate to students utilising the research and data skills acquired throughout this module to complete a research proposal, which will allow them to bring all elements of the module together and prepare students for their more substantial final year research project.

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

MO1 Demonstrate an informed understanding of the roles and purposes and design of different types of Accounting and Finance research

MO2 Evaluate different research approaches, methods and methodologies

MO3 Understand, select and apply different methods of enquiry relative to context

MO4 Interpret and evaluate published management and Accounting and Finance research and other evidence

MO5 Apply data management and research skills in a professional context

MO6 Working co-operatively in groups allowing students to participate in shared decision making and negotiating with other group members

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 via the following link

<https://rl.talis.com/3/uwe/lists/BBE2EA44-E376-8844-9787-D95A438374DD.html?lang=en-GB>

Part 4: Assessment

Assessment strategy: The assessment methods are chosen to provide formative and summative feedback and to enable the students to demonstrate they have achieved the learning outcomes of the module.

In terms of formative assessment, module facilitators will be able to provide real-time feedback and guide students throughout the duration of the module and specifically during the timetabled contact hours.

With regard to summative assessment, there are two assessment in the module i.e. Critical Review of a Research Paper and Research Proposal.

Task One : Group Presentation 10mins 40%: Students will prepare a critical analysis of how research methodology and data analysis is used and applied in research papers. This will aim to assess their understanding of the practical application of different methods to answer set research questions, and the suitability and quality of method, data analysis, and overall approach taken for that purpose. The collaborative nature of a presentation encourages active participation from all group members, fostering a more inclusive learning environment.

Task Two: Research Proposal 60% 2,000 words . Students will prepare a research proposal on a topic of their choice in Accounting and Finance. This assessment is aimed at assessing students' application of the knowledge gained throughout the module in addition to their academic writing skills for research purposes. This assessment will also provide insights about the selection of a research topic, thereby preparing students for their final year dissertation module.

Assessment tasks:

Presentation (First Sit)

Description: Group presentation of critical analysis of a research paper (10 mins).

Weighting: 40 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO4, MO6

Written Assignment (First Sit)

Description: Empirical research proposal

Weighting: 60 %

Final assessment: Yes

Group work: No

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

Presentation (Resit)

Description: Presentation on Critical analysis of a research papers . Groups of one permitted with reflection on the development of group working skills (10 mins) .

Weighting: 40 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO4, MO6

Written Assignment (Resit)

Description: Empirical research proposal

Weighting: 60 %

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:

Accounting and Finance [Phenikaa] BA (Hons) 2023-24

Accounting and Business Management [Frenchay] BA (Hons) 2023-24

Accounting and Finance [Frenchay] BA (Hons) 2023-24

Accounting and Business Management {Foundation} [Frenchay] BA (Hons) 2022-23

Accounting and Finance {Foundation} [Frenchay] BA (Hons) 2022-23