



Module Specification

Introduction to Research Methods

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Part 1: Information

Module title: Introduction to Research Methods

Module code: UMCDTU-30-1

Level: Level 4

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: University Centre Weston

Delivery locations: Not in use for Modules

Field: Business and Management Cross-Disciplinary

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: Not applicable

Features: Not applicable

Educational aims: This module will introduce you to the research process.

Outline syllabus: The module will help develop academic, analytical and communication skills through the understanding of research through both

experiential and academic learning.

The outcomes of this module will include a poster defence that discusses your proposal and the ethical implications of your research; the study will culminate in a written report.

Part 3: Teaching and learning methods

Teaching and learning methods: This module will introduce you to the research process; this will involve a combination of guided learning through both formal lectures and individual tutorials; with the initial emphasis being on lectures. You will be supported to undertake research into an agreed area of interest. You will be supported in developing the research objectives, the identification of different types of research methodologies and methods available to you and how to justify your approach through the use of academic literature. You will also identify and discuss the ethical implications of your approach; explore both quantitative and qualitative data; sampling techniques; before drawing conclusions.

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

MO1 Identify and justify appropriate methodology for a clearly defined context

MO2 Plan and deliver a small-scale research project

MO3 Understand the ethical issues of research

MO4 Evaluate a research proposal

MO5 Demonstrate ability to select and apply qualitative and quantitative data appropriately

MO6 Communicate findings concisely and effectively in varied formats

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 210 hours

Face-to-face learning = 90 hours

Total = 300

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

Part 4: Assessment

Assessment strategy: Assessment criteria on this module are aligned to the Learning Outcomes. There will be both formative and summative assessment throughout. This reflects an 'assessment for learning' approach which is integral to the Learning and Teaching Strategies of UWE and University Centre Weston.

A range of assessment techniques will be employed to ensure that learners can meet the breadth of learning outcomes presented in this module alongside the ability to demonstrate transferable skills e.g. communication skills.

Task A – Poster defence (15 minutes presentation and 10 minutes questioning): you will explain your research project. This will include their aims and objectives, ethical issues, research methodologies.

Task B - Research Project Report (2500 words): You will present your findings in a report format

Opportunities for formative assessment exist for each of the assessment strategies used. Verbal feedback is given and all students will engage with personalised tutorials.

Assessment components:

Poster (First Sit)

Description: Poster defence (15 minutes presentation and 10 minutes questioning)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3, MO4, MO6

Report (First Sit)

Description: Research Project Report (2500 words)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO5, MO6

Poster (Resit)

Description: Poster defence (15 minutes presentation and 10 minutes questioning)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3, MO4, MO6

Report (Resit)

Description: Research Project Report (2500 words)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management and Sustainability [UCW] BA (Hons) 2023-24

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