University of the West of England BRISTOL

Part 1: Basic Data						
Module Title	Dissertation Research Methods					
Module Code	UMKDH5-15-M		Level	M	Version	1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No	
Owning Faculty	Business and Law		Field	Marketing, Events and Tourism		
Department	BBS, Business and Management		Module Type	Project		
Contributes towards	MSc Marketing, MSc Marketing Communications					
Pre-requisites	Research Methods for Marketing		Co- requisites	None		
Excluded Combinations	None		Module Entry requirements	n/a		
First CAP Approval Date	3rd June 2015		Valid from	September 2015		
Revision CAP Approval Date			Revised with effect from			

Review Date	September 2021

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: - Demonstrate understanding of different ontological and epistemological perspectives on research and the implications of these for the research process; - Identify and define a research problem, making use of relevant theory; - Define and justify a research project, making use of relevant theory; - Evaluate the potential and limitations of different research methods in the context of a specific research project; - Develop a set of protocols for working with project stakeholders (i.e. supervisor and/or client).
Syllabus Outline	- Defining a topic: research problems, questions, aims and objectives. - Research philosophy and research paradigms - Writing a literature review - Qualitative data collection and analysis - Quantitative data collection and analysis - Interpreting research findings and drawing conclusions - Managing a research project – working with a supervisor or client.

Contact Hours	The module will be delivered in the form of seven three-hour workshops. The first of these will take place mid-way through the Diploma stage of the programme and will focus on these will focus on identifying and defining a research topic. The remaining six workshops will take place at the start of the Masters stage and will be delivered as a three-day block. In the two weeks following the block, students will be required to meet with their supervisor in order to meet the requirements of the assessment (see assessment strategy). This meeting will normally take about an hour, but individual requirements may vary.
Teaching and Learning Methods	**Scheduled learning** The workshops will involve the identification of key principles and the modelling of different approaches to various aspects of the dissertation or work-based project. Students will be given the opportunity to critique examples of student dissertations and work-based projects to promote a better understanding. The taught sessions will provide a structured framework within which students can develop, test and refine their ideas regarding their own project. **Independent learning** will form a significant element of this module, reflecting the nature of the dissertation or work-based project. Some of this will take place during the diploma stage, following the initial workshop on identifying and defining a research topic. Taught sessions will also support students in the development of their independent learning skills by explicitly addressing research planning and working with the supervisor and client (if applicable).
Key Information Sets Information	Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.

Key Information Set - Module data

Number of credits for this module			15	

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
150	21	129	0	150

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

Written Exam: Unseen written exam, open book written exam, In-class test
Coursework: Written assignment or essay, report, dissertation, portfolio, project
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

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

| Reading Strategy | All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.

The reading programme for this module will be highly individual, driven by the theoretical underpinning and methods used for each particular project. A broad range of materials and sources will be provided that serve as an introduction to different areas, whilst taught session and individual feedback will give students guidance in how to develop a reading strategy for their chosen research topic. |
|---|---|
| Indicative Reading List | The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.

There is no essential text for this module.

Bearden., W. & Netemeyer, R. (2011) *Handbook of Marketing Scales (3rd edition)*, Sage, London

Collis, J. & Hussey, R. (2014) *Business Research methods: A practical guide for undergraduate and postgraduate students (4th Edition)*, Palgrave McMillan, Basingstoke.

Miles, M.B., Huberman, A.M. and Saldana, J (2014) *Qualitative Data Analysis: a methods sourcebook,* Sage, London.

Saunders, M. Lewis, P & Thornhill, A (2012) *Research methods for business students (6th Edition)*, Pearson Education, Harlow. |

Part 3: Assessment

Assessment Strategy	The assessment strategy will provide a structured framework within which students can develop a clearly defined research topic. This consists of an outline research proposal and a schedule. As part of the assessment, students must meet their allocated supervisor/client to agree a schedule of meetings and working protocols. This will encourage students to engage in a structured manner with their supervisor at a early stage of the project.

Identify final assessment component and element	Component A	
	A:	**B**:
% weighting between components A and B (Standard modules only)	**100%**	

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Written research proposal (2000 words)	100
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. n/a	0

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Written research proposal (2000 words)	100
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. n/a	0

If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.