Module Specification

Conducting Evidence Based Research

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Contents

Part 1: Information

Module title: Conducting Evidence Based Research

Module code: UMODJB-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Organisation Studies

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: The module aims to enable students to understand the importance of gaining and using knowledge and evidence based inquiry in both desk-based and applied externally engaged forms of dissertations ("field research",

Czarniawska, 2014). The module equips students to engage with three alternative dissertation routes where they: undertake research to deepen their knowledge of a particular aspect of business or management; apply appropriate field research approaches in the context of a client-based problem or opportunity; or apply the range of tools associated with development of a new venture plan. The module is designed to equip students with knowledge and skills to collect, produce, critically evaluate, interpret and present relevant data from organisational contexts.

Outline syllabus: During the module students are encouraged to engage with a variety of academic perspectives that inform management research and work in teams to debate the merits and drawbacks of different approaches to the gathering, interpretation and presentation of data.

Part 3: Teaching and learning methods

Teaching and learning methods: Students learn through considering knowledge of different approaches to enquiring, using evidence and presenting academic arguments.

Teaching and learning sessions encompass a range of participative activities, such as case studies linked to a range of existing business and market challenges, problem solving activities and group discussion of relevant theories and concepts.

Guest speakers from business form an integral part of the teaching and learning on the module. All sessions require preparation in advance by the students and relevant reading and independent learning tasks will be detailed in the module handbook and online.

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

> **MO1** Communicate to an audience of academics and/or potential clients the value of the research proposal

> **MO2** Demonstrate the capacity to work with models and theories that could serve to frame business or management research
>
> **MO3** Justify the use of methodological choices and expertise needed in evidence based research
>
> **MO4** Demonstrate effective oral and written communication of complex ideas and arguments using a range of media
>
> **MO5** Address ethical concerns that could impede a research project

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://uwe.rl.talis.com/modules/umodjb-15-m.html

Part 4: Assessment

Assessment strategy: The assessment requires students to analyse a real or hypothetical organisation which requires research to solve a management or business issue. Students will choose as their research case, either a past or present employer, an organisation targeted by the student for future employment or an organisation which has engaged the student's interest.

The assessment is a Research (independent or client based) Proposal (2500 words). Students are required to develop the proposal based on an organisational issue set by themselves or their clients. The proposal needs to include:

The aims and objectives of the project (e.g. research question or client issue and expected outputs – where the project will involve working with an organisation, this

should set the expectations of the organisation at the correct level)

A conceptual framework (e.g. relevant sources, current debates, relevant sector/managerial function expertise)

A justified methodology (e.g. data gathering, data analysis, style of working with organisation)

A completed ethics approval application

More guidance on what is required for specific types of project will be provided in the module handbook.

In the case of the client-based dissertation, whilst the Business School has a formal process in place for the generation of projects, students will be asked also to source their own projects in the first instance where they have specific areas or business sectors of interest.

Throughout the module delivery opportunities will be taken for formative feedback and continuous feedback via the use of Blackboard and study group Blog activities as applicable. The devised assessment profile is applicable to all delivery approaches i.e., traditional weekly class based activities; block structured and distance learning.

Assessment components:

Project (First Sit)

Description: Independent or client based project research proposal

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Project (Resit)

Description: Independent or client based project research proposal

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Administration [Frenchay] MBA 2023-24

Business Administration [BIBM] MBA 2023-24

Business Administration [Villa] MBA 2023-24