

MODULE SPECIFICATION PROFORMA

Module Title:	Research Methodologies	Level	5	Credit Value:	20
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Module code:	AUR567	Is this a new module	No	Code of module being replaced:	
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Cost Centre(s):	GAAN	JACS3 code:	X210
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With effect from:	September 18
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School:	Social & Life Sciences	Module Leader:	David Skydmore
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Scheduled learning and teaching hours	50 hrs
Guided independent study	150 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
BSc (Hons) Equine Science and Welfare Management	✓	<input type="checkbox"/>
BSc (Hons) Animal Science	✓	<input type="checkbox"/>
FdSc Animal Studies	✓	<input type="checkbox"/>
BSc (Hons) Wildlife & Plant Biology	✓	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: June 17

APSC approval of modification: *Enter date of approval* Version: 1

Module Aims

- To enable students to understand the role of appropriate research within their field
- To provide students with sufficient capability to plan a research project in their field of study; to define the research parameters; assess appropriate methodologies; and present findings
- To enable students to examine and assess the appropriateness of different research methodologies to various research briefs
- To encourage awareness of ethical and financial issues in research

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

At the end of this module, students will be able to		Key Skills	
1	Understand the various uses of research, and be aware of the main sources of existing data in the field, their limitations, and problems of comparability.	KS1	KS3
		KS4	KS5
		KS6	KS10
2	Identify the potential and limitations of different research methods and be able to decide the type of research appropriate to particular problems in the field of study.	KS1	KS3
		KS4	KS5
		KS6	KS10
3	Recognise the importance of the appropriate presentation of research and be able make a critical appraisal of research reports.	KS1	KS3
		KS4	KS5
		KS6	
4	Identify a scenario based area of research and produce an action plan; collect, evaluate and analyse data in an	KS1	KS3
		KS4	KS5

appropriate manner, produce a written report; and present and report research findings.	KS6	
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Transferable skills and other attributes

Interpreting information
Critical appraisal
Integrity in statistical presentation
Reviewing evidence
Appraise research
Diversities of interpretation

Derogations

None

Indicative Assessment:

Research Proposal. The research proposal should outline a specific research topic and question(s) (relevant to their degree programme), provide a justification or rationale for the research, highlight an appropriate research strategy (based in literature), and consider issues which may impact on the feasibility of conducting the research. Appropriate methods of data collection, data manipulation and analysis must also be included in the proposal. Students will submit the proposal incorporating the **Ethics form template**. The Ethics form will also be considered by an Ethics Committee, but their feedback will not impact on the student's grade. Their consideration will only impact on the feasibility of the project for completion in the following academic year. (Learning outcomes 1-4).

Presentation: The presentation will give a summary of the research proposal. It will include the research question, hypotheses, a background to the literature, an overview of research design to include either treatments or questionnaire and sample size, and an indication of the method of analysis.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1 - 4	Research proposal	75		3,000
2	3,4	Presentation	25	c.15 min.	1,000

Learning and Teaching Strategies:

A series of lectures will cover the substantives issues of research methodology; backed up by seminars giving small groups the opportunity to explore key topics in their field.

As this module is related to other modules as a research tool, relevant case studies will be examined and methodological issues critically analysed. Students will be introduced to data handling packages such as SPSS.

Syllabus outline:

The Planning of Research

Reviewing evidence
Research models
Research Strategies. Research Design

Sources of Data

Published and unpublished data
Primary and Secondary sources
Research bodies/Pressure Groups
Web-site sources
Interviews
Documentary methods
Observation
Case study research

Research Methods

Survey design
Principles, problems and methods of sampling
Questionnaire design
Introduction to statistical tests
Analysis of survey data
Fieldwork, participant and non-participant observation
Documentary research
Experimental methods
Interviews

Research Presentation and Appraisal

Presentation of statistics
Presentation of research findings
Critical appraisal of reports and statistics
Oral presentations

Research and Policy

Demands for research/Considerations of options/Policy recommendations
Ethical considerations

Bibliography:

Essential reading

Clough, P. & Nutbrown, C. (2012) *A Students' Guide to Methodology*. London, Sage

Dawson, C. (2009) *Introduction to Research Methodology*. Oxford. OUP

Davies, M. (2007) *Doing a Successful Research Project*. Basingstoke, Palgrave.

McCarthy, P., & Hatcher, C. (2012) *Presentation Skills*. London. Sage.

Other indicative reading

Best, J. (2012) *Damned Lies and Statistics*. California, University of California.

Silverman, J. (2013) *Qualitative research*. London, Sage.

Students will also be directed to specific professional journals and other web-sites and appropriate e-journals during the programme