

MODULE SPECIFICATION PROFORMA

Module Title:	Systematic Research Project	Level:	7	Credit Value:	60
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Module code:	BUS7AB	Is this a new module?	YES	Code of module being replaced:	n/a
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Cost Centre:	GAMP	JACS3 code:	N210
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Trimester(s) in which to be offered:	1, 2 & 3	With effect from:	September 18
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School:	Business	Module Leader:	Dr Jan Green
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Scheduled learning and teaching hours	76 hrs
Guided independent study	524 hrs
Placement	n/a hrs
Module duration (total hours)	600 hrs

Programme(s) in which to be offered	Core	Option
Executive MBA	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

Pre-requisites

Office use only

Initial approval April 17

APSC approval of modification *Enter date of approval*

Version 1

Have any derogations received SQC approval?

N/A

Module Aims

To provide an insight into the systematic and structured nature and scope of academic research approaches and methods which may be drawn upon when undertaking a substantive research project to investigate a business/management problem through the design of a research framework and structured proposal
 To encourage a critical appreciation of the philosophical, practical and ethical concepts of academic research within the context of the business and management environment.
 To gain knowledge of software packages available to analyse data
 To provide guidance and supervision through the dissertation process, in a sequential manner, which leads to independent study, conceptual thinking and problem-solving abilities in order to reach a conclusion of relevance to business and management practitioners.
 To demonstrate the dissertation format and expected chapter sequence

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	Design a research framework, select relevant research methodologies and identify a philosophical stance	KS1	KS4
		KS2	KS5, KS6
		KS3	KS9
2	Critically review published academic literature relating to the broad subject areas of business and management	KS1	KS5
		KS3	KS6
		KS4	KS9
3	Formulate a viable research question with a supporting aim and objectives that demonstrates rigour and is ethically sound	KS1	KS4
		KS2	KS5, KS6
		KS3	KS9, KS10
4		KS1	KS5

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	Analyse empirical data in a critical manner and present emergent conclusions through the medium of a structured dissertation that demonstrates the ability to complete an extended piece of independent research	KS2	
		KS3	
5	Synthesise findings and propose recommendations of relevance to practitioners and academics		
Transferable/key skills and other attributes			

Derogations

None

Indicative Assessment:

An initial research proposal which incorporates a relevant research question, objectives, an initial insight into the supporting literature and proposed methodology (10%)

Extended dissertation which expands the contents of the proposal in line with the guidance provided in dissertation handbook to produce a work of depth, substance and relevance to practitioners. (90%)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2, 3, 4, 5	Research Proposal and Dissertation	100%		2,000 18,000

Learning and Teaching Strategies:

Formal delivery of theory related to research concepts and theory via a series of lectures.
Interactive discussion to explore and question the links between theory and practice.
Evaluation of strategic business/management problems to provide a foundation for specialist research proposals that reflect the future direction and aspirations of the individual student.
Practical computing exercises using software packages, of individual relevance, to enable students to experience and work with various analytical techniques.
An active learning environment will be encouraged to progress proposals prior to individual supervision at the dissertation stage.

Syllabus outline:

The research question and hypotheses, justification, aim and objectives
Research design and framework
The research proposal as a distinct framework and foundation for the dissertation
Research methodology, concepts and definitions
Inductive and deductive concepts
Qualitative and quantitative methods
Inferential statistical analysis
Use and application of analytical tools using relevant software packages

Research ethics
Structure and content of the dissertations
The research plan
The role of the supervisor

Bibliography:

Essential reading

Masters Dissertation Handbook (2018) Glyndŵr University

Binsardi, B. and Green, J. (2012) Research Methods for Management, *Pedagogic Teaching Series*, Vol. 2, Northwest Academic Publications, London.

Gray, D (2016) Doing Research in the Business World, Sage Publications, London

Saunders, M.N.K., Lewis, P., and Thornhill, A. (2015) Research Methods for Business Students, 7th Edn., Pearson Education, Harlow.

Other indicative reading

Adams, J., Khan, H.T.A., Raeside, R. (2014) Research Methods for Business and Social Science Students, 2nd. Edn., Sage Publications, London

Bryman, A., and Bell, E. (2015) Business Research Methods, 4th Edn., Oxford University Press, Oxford.

Easterby-Smith, M., Thorpe, R., and Jackson, P.R. (2015) Management and Business Research, 5th Edn., Sage Publications, London.

Flick, U., (2015) Introducing Research Methodology, 2nd Edn., Sage Publications, London.

Maylor, H., Blackmon, K. and Huemann, M. (2017) Researching Business and Management 2nd. Edn., Palgrave, Basingstoke.

Myers, M.D. (2013) Qualitative Research in Business and Management, 2nd Edn., Sage Publications, London.

O'Leary, Z. and Hunt, J.S. (2016) Workplace Research, Sage Publications, London.

O'Leary, S. (2017) The Essential Guide to Doing Your Research Project, Sage Publications, London.

Punch, K.F., (2016) Developing Effective Research Proposals, 3rd Edn., Sage Publications, London.

Smith, M. (2014) Research Methods in Accounting, Sage Publications, London.

Wilson, J. (2014) Essentials of Business Research, 2nd Edn., Sage Publications, London.

Journals:

Journal of Advances in Management Research

Journal of Mixed Methods Research

Journal of Organizational Research Methods

Management Research Methods

Qualitative Inquiry

Qualitative Research