

Module Title:	Research Methods and Dissertation	Level:	7	Credit Value:	60
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Module code:	BUS7AM	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:	January 19
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School:	Business	Module Leader:	Dr Jan Green
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Scheduled learning and teaching hours	60 hrs
Guided independent study	540 hrs
Placement	0 hrs
Module duration (total hours)	600 hrs

Programme(s) in which to be offered	Core	Option
MBA	✓	<input type="checkbox"/>
MBA (International)	✓	<input type="checkbox"/>
MBA (Asset Management)	✓	<input type="checkbox"/>
MA Human Resource Management	✓	<input type="checkbox"/>

Pre-requisites
Completion of taught modules

Office use only

Initial approval January 17

APSC approval of modification February 19

Have any derogations received SQC approval?

Version 2

N/A

Module Aims

To examine the purpose and methods involved when undertaking academic research to resolve a business/management problem through the design of a research framework and structured proposal which is centred upon a contemporary issue related to selected programme pathway being followed by the individual student.

To develop a critical appreciation of the philosophical, practical and ethical concepts of research within the context of the business and management environment of the selected programme route.

To gain knowledge of software packages available to analyse data.

To provide guidance and supervision through the dissertation process, in a systematic manner, which leads to independent study, conceptual thinking and problem-solving abilities in order to reach conclusion of relevance to business and management practitioners.

To demonstrate the dissertation format and required 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	
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	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	KS1	KS5
		KS2	
		KS3	
5	Synthesise findings and propose recommendations of relevance to practitioners and academics	KS1, KS3	KS4, KS5, KS6

Derogations

None

Assessment:

Assessment 1: Research proposal which incorporates a relevant, according to the programme route being pursued, research question, objectives, an initial insight into the supporting literature and proposed methodology which is extended and expanded into a structured dissertation in subsequent chapters in line with the guidance provided in dissertation handbook to produce a work of depth, substance and relevance to practitioners.

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 / Dissertation	100%	N/A	18000

Learning and Teaching Strategies:

Students will be encouraged and supported to learn through the use and analysis of information to reach informed decisions that are influential, effectively communicated to demonstrate a professional and independent approach with leadership acumen of relevance to the elected programme route.

Formal delivery of theory related to research concepts and theory via a series of lectures.

Discussion to explore and question the links between theory and practice.

Evaluation of strategic business/management problems, drawn from developments related to the programme route chosen by the individual student to provide a foundation for specialist research proposals that reflect the individual future direction of the 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 developed 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 (2017/18) Glyndwr 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.

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 Mixed Methods Research

Organizational Research Methods

Qualitative Inquiry

Qualitative Research