

Prifysgol Wreccsam Wrexham University

Module specification

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|----------------------|-------------------------|
| Module Code | ONL734 |
| Module Title | Research Methods |
| Level | 7 |
| Credit value | 15 |
| Faculty | Wrexham Business School |
| HECoS Code | 100079 |
| Cost Code | GABP |
| Pre-requisite module | N/A |

Programmes in which module to be offered

| Programme title | Core/Optional/Standalone |
|--|--------------------------|
| MBA (Online) | Core |
| MBA Human Resource Management (Online) | Core |
| MBA Marketing (Online) | Core |
| MBA Finance (Online) | Core |
| MBA Project Management (Online) | Core |
| MBA Health Management (Online) | Core |
| MBA Entrepreneurship (Online) | Core |
| MBA Big Data (Online) | Core |
| MBA Cyber Security (Online) | Core |
| MBA Psychology (Online) | Core |

Breakdown of module hours

| | |
|---|----------------|
| Learning and teaching hours | 15 hrs |
| Placement tutor support hours | 0 hrs |
| Supervised learning hours e.g. practical classes, workshops | 0 hrs |
| Project supervision hours | 0 hrs |
| Active learning and teaching hours total | 15 hrs |
| Placement hours | 0 hrs |
| Guided independent study hours | 135 hrs |
| Module duration (Total hours) | 150 hrs |

Module aims

The aim of this module is to introduce you to the research process, so you are accustomed to the stages of the research and the tools required to successfully complete this module, allowing you to effectively demonstrate the design and plan of your research project within a business context. You will apply understanding of the differences to qualitative and quantitative data collection and analysis techniques, demonstrating critical thinking, culminating in a detailed research proposal in your chosen field of study (i.e. Marketing, HRM etc.).

Module Learning Outcomes

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

| | |
|---|---|
| 1 | Characterise the attributes of a good research topic and turn research ideas into research questions in the consideration of theory and practice, relating to organisational research driven approaches for managerial or business problem. |
| 2 | Critically evaluate the breadth and application of data collection tools to design an effective research methodology. |
| 3 | Critically apply quantitative and qualitative data analysis and tools to serve the purpose of a research project. |
| 4 | Critically analyse and conceptualise the managerial or business problem, organisational issues, and possible solutions in an integrative manner. |

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Formative assessment for this module may include:

End of lesson questions or quizzes, to check knowledge at the end of each unit and module, feedback on subject discussion forums, sharing experiences in groups, self and peer assessment and one-minute papers, to demonstrate understanding and progress of subject knowledge, and improve learning.

Assessment 1:

You are to submit an individual, written research proposal, which will include discussion, application and critical analysis on the following sections:

Introduction
Proposal Topic
Short literature Search

Application of business and management theory and practice
Understanding different qualitative and quantitative methods
Research design
Methods of data collection
Analysis
Findings
Conclusion

No data collection is required for this module. Peer reviewed academic sources must be cited and an academic reference list is required. Your reference list is not included in the word count.

| Assessment number | Learning Outcomes to be met | Type of assessment | Duration/Word Count | Weighting (%) | Alternative assessment, if applicable |
|-------------------|-----------------------------|--------------------|---------------------|---------------|---------------------------------------|
| 1 | 1, 2, 3, 4 | Written Assignment | 1000 | 100% | N/A |

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. Online material will provide the foundation of the learning resources, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module.

There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a helpline for additional support and chat facilities through Canvas for messaging and responding.

Welsh Elements

Every student has the right to submit written work or examinations in Welsh. All Welsh speaking students have the right to a Welsh speaking tutor. Elements of the Welsh language and culture will be embedded throughout the module where possible.

Indicative Syllabus Outline

The stages of research methods and their application

Research proposal structure

Evaluating complex managerial or business problems from different perspectives

Refining the research question

Sources of information

Ethical requirements

Understanding qualitative and quantitative analysis tools and techniques

Application of business and management theory and practice

Reflecting on findings

Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

Saunders, M. Lewis, P., and Thornhill A. (2023) *Research Methods for Business Students*. 9th edition ed. England; London ; New York: Pearson.

Other indicative reading:

Eden, L. and Nielsen, B.B. (2020), 'Research Methods in International Business', *Journal of International Business Studies*, Vol.51, No.9, pp. 1609–1620. DOI: 10.1057/s41267-020-00374-2.

Administrative Information

| For office use only | |
|------------------------------|--|
| Initial approval date | 18/11/2025 |
| With effect from date | 01/2026 |
| Date and details of revision | Modification to assessment strategy and updates to module aims, syllabus and bibliography. |
| Version number | 1 |