

Module specification

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Refer to guidance notes for completion of each section of the specification.

Module Code	ONLM709
Module Title	Research Methods for Business and Management
Level	7
Credit value	15
Faculty	FSALs
HECoS Code	100079
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MSc Management & Leadership	Core
MSc Management with Project Management	Core
MSc Management with Healthcare Management	Core
MSc Management with HR Management	Core
MSc Management with Supply Chain Management	Core
MSc Management with Finance	Core
MSc Management with Organisational Psychology	Core
MSc Management with Marketing	Core
MSc Management with Business Analytics	Core
MSc Management with International Business	Core

Pre-requisites

None



Breakdown of module hours

Learning and teaching hours	15 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	15 hrs
Placement / work based learning	0 hrs
Guided independent study	135 hrs
Module duration (total hours)	150 hrs

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Initial approval date	29th July 2024
With effect from date	September 2024
Date and details of revision	
Version number	1

Module aims

This module is designed for students to develop a comprehensive understanding of research in general and business. Both academic business research and business consultancy research are addressed in the module. It examines the concepts and theories underlying research, as well as the practice of research. The module has an applied focus. The readings and assignments are designed to identify a feasible research topic and develop a research proposal for academic business or business consultancy research. How research problems and questions may be identified, and the process of achieving thoughtful, effective and efficient research design are examined. The importance of the literature review and how it can be carried out for optimal effectiveness in research are investigated.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Critically evaluate the importance of research-based decision-making in business and management and explain the benefits of using data-driven approaches to inform decisions.
2	Critically analyse the differences between quantitative, qualitative, and mixed methods research and their underlying assumptions and identify appropriate research designs for different research questions and contexts.
3	Justify the importance, and the elements, of an effective literature review.



4	Differentiate and explain commonly used quantitative and qualitative research methods, as well as the mixed methods approach, and their applications, as well as their strengths and weaknesses.
5	Differentiate the requirements of business consultancy from more generalised business research.
6	Formulate how to conduct research that complies with ethical guidelines and complete the required ethics form.
7	Examine the ways in which effective communication affects the research process and results.

Assessment

Indicative Assessment Tasks:

Formative Assessment

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.

Summative Assessment

Assignment 1:

Learners are to present a written academic paper critically discussing the importance of research-based decision-making in business, and critically discuss how the different methods of research can be applied within a business context. (Indicative word count – 750 words).

Assignment 2:

Learners are to present a written research proposal covering the proposed research question, aim, objectives, originality, justification, limitation as well as research design, philosophy and methodology including data collection, data analysis and potential areas for further research. (Indicative word count – 2,250 words).



Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2	Written Assignment	40%
2	3, 4, 5, 7	Written Assignment	60%

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.

Indicative Syllabus Outline

Introduction to Research and Its Role in Business
 The Literature Review, the Design of Research and the Research Proposal.
 Quantitative Data and Methods of Data Collection
 Quantitative Data Analysis, the Interpretative Paradigm and Qualitative Research.
 Reliability and Validity in Research, Consultancy Research, and Reporting Results

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update. Please *ensure correct referencing format is being followed as per University [Harvard Referencing Guidance](#)*.

Essential Reads

Journal of Business Research Methods
 Literature Review and Academic Research

International Journal of Corporate Social Responsibility



Other indicative reading

Gray, D. (2021), *Doing Research in the Real World*. 5th ed. London, UK: Sage

Saunders, M.N.K., Lewis, P. and Thornhill, A. (2019), *Research Methods for Business Students*. 8th ed. Harlow: Pearson Education.

