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Module Code:	BUS7B13

Module Title:	Research Methods

Level:	7	Credit Value:	15

Cost Centre(s):	GABP	JACS3 code: HECoS code:	N100 100079

Faculty	FSLS	Module Leader:	Dr. Ben Binsardi

Scheduled 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 contact hours	15 hrs
Placement / work based learning	0 hrs
Guided independent study	135 hrs
Module duration (total hours)	150 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
MBA (campus based delivery)	✓	☐
MBA Human Resource Management (campus based delivery)	✓	☐
MBA Marketing (campus based delivery)	✓	☐

Pre-requisites
A first degree and appropriate work experience

Module Aims
To provide an insight into the nature and make up of academic research and methodologies that align with research frameworks.
To introduce analytical techniques, approaches to sampling and research ethics to provide direction to solving research questions.
To support students in identifying a contemporary managerial problem that is sufficiently complex to warrant investigation as a means of identifying possible solutions.

Module Learning Outcomes - at the end of this module, students will be able to	
1	Demonstrate a critical understanding of quantitative data analysis and apply appropriate analytical techniques to a range of data using quantitative data analysis software
2	Demonstrate a critical understanding of qualitative data analysis and apply appropriate analytical techniques to data using qualitative data analysis software
3	Develop a comprehensive and practicable research proposal which includes a viable research question and supporting aim and objectives
4	Design an appropriate research methodology proposing a suitable sampling strategy; data collection approach; valid analytical method(s); associated philosophical stance; and any ethical issues related to the research question

Employability Skills The Wrexham Glyndŵr Graduate	I = included in module content A = included in module assessment N/A = not applicable
CORE ATTRIBUTES	
Engaged	I, A
Creative	A
Enterprising	I, A
Ethical	I, A
KEY ATTITUDES	
Commitment	A
Curiosity	A
Resilient	I, A
Confidence	I, A
Adaptability	I, A
PRACTICAL SKILLSETS	
Digital fluency	I, A
Organisation	I, A
Leadership and team working	I
Critical thinking	I, A
Emotional intelligence	A
Communication	I, A

Derogations
None

Assessment:

Indicative Assessment Tasks:

Assessment 1 (1,050 words) covers the proposed research questions, aim, objectives, originality, justification, limitation as well as research design, philosophy and methodology including data collection, data analysis and potential areas for further research.

Assessment 2 (2,450 words) is a portfolio comprising:
- An analysis of quantitative data applying appropriate analytical techniques (such as Chi-square tests, correlation, regression, structural equation modelling, etc.) using quantitative software packages (such as SPSS, etc.)
- An analysis of qualitative data applying appropriate analytical techniques (such as thematic analysis, storytelling, grounded theory, content analysis, etc.) using qualitative software packages (such as NVivo, etc.)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	3 and 4	Research Proposal	30%
2	1 and 2	Portfolio	70%

Learning and Teaching Strategies:

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute as a means of developing critical skills. Tutorials will be activity based using real world case studies and live examples to apply the theory into practice and develop their decision making and evaluating skills. In addition, students will be encouraged to undertake self-directed study and further research on selected topics to acquire additional perspectives which will provide them with a deeper understanding of the topics covered.

Syllabus outline:

The research question, aim, objectives and justification
Research philosophy (such as positivism, interpretivism, pragmatism, etc.)
Research design and framework
Research methodology and research methods
Qualitative, quantitative and mixed methods
Types of validity (such as internal validity, external validity, etc.)
Types of coding in qualitative analysis
Hypothesis testing, inductive and deductive concepts
Descriptive and Inferential statistical analysis
Qualitative and quantitative software packages
Random and non-random sampling techniques
Research ethics

Indicative Bibliography:

Essential reading

Gray, D. (2018), *Doing Research in the Real World.* 4th ed. London, UK: Sage.

Other indicative reading

Binsardi, B. and Mason. A. (2012), *Business Research Methods*. London: Northwest Academic Publications. (An out-of-print textbook: complimentary chapters will be provided).

Easterby-Smith, M., Thorpe, R., Jackson, P.R. and Jaspersen, L.J. (2018), *Management and Business Research*. 6th ed. London: Sage.

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

There is a wide range of additional texts available which cover specific bodies of knowledge, methodologies and analytical techniques in more depth which can be selected, based on the research topic selected by the student. Allocated supervisors will provide additional guidance.

Journals:

Journal of Business Research Methods