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Module Code:	ONL722
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Module Title:	Research Methods
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Level:	7	Credit Value:	15
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Cost Centre(s):	GABP	JACS3 code:	N100
		HECoS code:	100079

Faculty	FSLS	Module Leader:	Dr. Ben Binsardi
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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	✓	<input type="checkbox"/>
MBA Human Resource Management	✓	<input type="checkbox"/>
MBA Marketing	✓	<input type="checkbox"/>
MBA Finance	✓	<input type="checkbox"/>
MBA Project Management	✓	<input type="checkbox"/>
MBA Health Management	✓	<input type="checkbox"/>
MBA Entrepreneurship	✓	<input type="checkbox"/>
MBA Cyber Security	✓	<input type="checkbox"/>
MBA Big Data	✓	<input type="checkbox"/>
MBA Psychology	✓	<input type="checkbox"/>

MODULE SPECIFICATION

MPA	✓	<input type="checkbox"/>
MPA Finance	✓	<input type="checkbox"/>
MPA Project Management	✓	<input type="checkbox"/>

Pre-requisites

None

Office use only

Initial approval: 19/06/2020

Version no: 1

With effect from: 01/09/2020

Date and details of revision:

Version no:

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
<i>None</i>

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 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 of 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.

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