

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.

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, 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. 02/26 Administrative correction to Learning strategy and removal of formative assessment.
Version number	1

