

<b>Title of Module:</b>	<b>BUSINESS RESEARCH METHODS</b>
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<b>Code:</b> BUSN09001	<b>SCQF Level:</b> 9	<b>Credit Points:</b> 20	<b>ECTS:</b> 10
<b>School:</b>	Business School		
<b>Module Co-ordinator:</b>	TBA		
<b>Trimester:</b>	Two		

**Summary of Module:**

This module provides students with the knowledge and skills to carry out research in a business discipline. Topics studied include research strategy and design, research methods, including qualitative and quantitative methods, working with the literature, as well as research philosophy and research ethics. For those students proceeding to SCQF Level 10, this module will provide the foundation for the Honours Dissertation and so is compulsory for all students intending to progress to honours. However, this module will also equip all students to carry out business research projects within the workplace after graduation. Seminars are highly participative. They include both individual and group work, as students learn and discuss how to design and carry out research.

**Learning Outcomes:**

At the end of this module the student will be able to:

- L1. Understand and analyse issues in the philosophy of science and social science using methods that relate to the rationality of scientific activity.
- L2. Formulate research questions and critically evaluate a programme of investigation to address them.
- L3. Read, understand and critically evaluate the methodological dimension of published academic papers in business disciplines.
- L4. Be critically aware of the possibilities and limitations of research practice in business disciplines.
- L5. Be critically aware of ethical issues in business research.

<b>Pre-requisites:</b>	Before undertaking this module the student should have undertaken the following:		
	<b>Module Code:</b>	<b>Module Title:</b>	Pre-requisite learning outcomes for entry into SCQF 9

**Learning and Teaching:**

The lecture programme for this module amounts to two hours per week for twelve weeks. The module begins with an introduction to business research generally, before examining the ways in which existing business literature is utilized in the research process. It goes on to examine how research is designed and informed by research ethics and how research philosophy underpins the whole research process. The module then focuses on research methods, including qualitative, quantitative and secondary approaches, before examining the ways in which research is used by business and other institutions to inform policy and practice.

The seminars are designed to build on the lecture programme. Seminars last for two hours on a fortnightly basis. Students are required to carry out preparatory work for seminars outwith class. Both the lecture and seminar programme focus on the development of students' research skills and PDP/ePortfolio.

Overall, this module uses a participative approach to learning and teaching, which is designed to provide a positive student learning experience. Students are encouraged to develop their ability to critically assess both the theory and practice of business research and to reflect on their own learning and development. The module also allows students to share their learning and experiences with each other. This is achieved through lectures, seminars, independent study, preparation for class and coursework and the completion of assignments.

<b>Learning Activities/Categories:</b>	<b>Student Learning Hours</b>
During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	(Normally totaling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lectures	24
Seminars	10
PDP/ePortfolio and Research Skills Development, including preparation for the transition to SCQF Level 10/research in the workplace encompassing reflective writing	15
Preparation for Seminar and Workshop classwork	48
Preparation for Coursework Assignments	60
Independent Study	55
<i>*Includes additional hours for PDP/ePortfolio</i>	<b>*212 Hours Total</b>

<p><b>Assessment: (also refer to Assessment Outcomes Grids at end of document)</b></p> <p>Assessment is based on coursework as follows:  50% of the overall marks will be accounted for by one individual assignment, which includes reflective writing;  25% of the overall marks will be accounted for by one presentation;  25% of the overall marks will be accounted for by one class test.</p>
<p><b>Indicative Resources: (eg. Core text, journals, internet access)</b></p> <p>The following materials form underpinning for the module content and ultimately for the learning outcomes:</p> <p><b>*Essential text:</b>  Saunders, M.N.K., Lewis, P. and Thornhill, A. (2009) <i>Research Methods for Business Students</i> (5th edn), London, Pearson Education Ltd.*</p> <p><b>Supplementary Reading List</b> (this list includes general texts and those focusing on more specific areas of the research process):</p> <p><b>General:</b>  Berry, R (2004) <i>The Research Project: How to Write it</i> (5<sup>th</sup> edn), London, Routledge.  Easterby-Smith, M., Thorpe, R. And Lowe, A. (2008) <i>Management Research: An Introduction</i> (3<sup>rd</sup> edn), London, Sage.  Jankowicz, AD (2004) <i>Business Research Projects</i> (4<sup>th</sup> edn), London, Thomson Learning Business Press.</p> <p><b>Literature Review:</b>  Hart C (2002) <i>Doing a Literature Review: releasing the social science imagination</i>, London, Sage  Hart C (2000) <i>Doing a Literature Search: a comprehensive guide for the social sciences</i>, London, Sage.</p> <p><b>Case Studies:</b>  Yin, R. (2008), <i>Case Study Research: Design and Methods</i> (4<sup>th</sup> edn), Thousand Oaks, Sage.</p> <p><b>Surveys and Quantitative Methods:</b>  De Vaus, D.A. (2001) <i>Surveys in Social Research</i>, (5<sup>th</sup> edn), London, UCL Press.  Hinton, P (2004) <i>Statistics Explained: A Guide for Social Science Students</i> (2<sup>nd</sup> edn), London, Routledge.</p> <p><b>Qualitative Methods</b>  Marshall C and G Rossman (2006) <i>Designing Qualitative Research: Qualitative Data Analysis</i> (4<sup>th</sup> edn), Thousand Oaks CA, Sage.  Miles, M.and Huberman, M. (1994) <i>An Expanded Sourcebook: Qualitative Data Analysis</i> (2<sup>nd</sup> edn), Thousand Oaks, Sage.  Corbin, J. and Strauss, A. (2008) <i>Basics of Qualitative Research: Grounded Theory Procedures and Techniques</i> (3<sup>rd</sup> edn), Newbury Park, Sage.</p> <p>In addition to this research methods material, students will also have to read the relevant books, journal articles and internet materials which relate to their research proposal topic.</p> <p>(*N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)</p>