

RESEARCH METHODS

INTERNATIONAL YEAR TWO BUSINESS MANAGEMENT (IYTBM)



SYLLABUS OVERVIEW

Module Code	IYTRM001
Module Name	Research Methods
Programme Name	International Year Two Business Management
Percentage breakdown of Coursework	100%
Percentage breakdown of Exam/Test	0%
Delivery period	The syllabus will usually be delivered over a single 15-week semester
Recommended minimum teaching hours	7 hours per week (over 15 weeks)
Recommended minimum independent study hours	7 hours per week (over 15 weeks)

AIMS

This module aims to provide students with the essential research methods and understanding to enable them to solve business problems by following an established research process. It also aims to allow students to develop their independent project management skills. This is an introductory module which will prepare students to undertake a dissertation or research project in their final undergraduate year.

TOPICS OF STUDY


- ⇒ Introduction to Business Management Research
- ⇒ Choosing a Research Topic
- ⇒ Developing a Research Proposal
- ⇒ Critically Reviewing Academic Sources
- ⇒ Research Philosophies
- ⇒ Research Design
- ⇒ Analysing Data Quantitatively and Qualitatively
- ⇒ Sampling
- ⇒ Collecting Primary Data
- ⇒ Utilising Secondary Data
- ⇒ Ethics in Research
- ⇒ Presenting a Research Report

GENERAL LEARNING OUTCOMES

On successful completion of this module, a student will be able to:

Knowledge and understanding	<ul style="list-style-type: none"> ⇒ Demonstrate good knowledge of main research methods. ⇒ Justify different research methods for business research topics. ⇒ Develop a good understanding of the research project management process.
Intellectual skills	<ul style="list-style-type: none"> ⇒ Develop analytical skills in quantitative and qualitative research. ⇒ Apply inductive and deductive approaches in various business research scenarios. ⇒ Complete specific tasks within a designated timeframe.
Practical skills	<ul style="list-style-type: none"> ⇒ Identify academic literature gaps. ⇒ Formulate research questions. ⇒ Conduct quantitative and qualitative data analysis.
Transferable skills	<ul style="list-style-type: none"> ⇒ Present research findings. ⇒ Draw conclusions based on data analysis. ⇒ Provide managerial recommendations.

ASSESSMENT

 <p>Coursework Research Project Report</p>	What is Assessed?	Topics A-M
	Duration/Word Count	3000 words
	Total Marks	100
	Rubric	Students will submit a Research Project Report on a topic of their choice (approved by their tutor).
	Contribution to Overall Grade	100%