

MODULE SPECIFICATION

1. **Title of the module**
Introduction to Research (double)
2. **School or partner institution which will be responsible for management of the module**
Pearson College London
3. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**
Level 4
4. **The number of credits and the ECTS value which the module represents**
30 credits (15 ECTS)
5. **Which term(s) the module is to be taught in (or other teaching pattern)**
This module can be run in any term: Autumn, Spring or Summer
6. **Prerequisite and co-requisite modules**
None
7. **The programmes of study to which the module contributes**
 - BA (Hons) Business Management – option module
 - BA (Hons) Business Management with – option module
 - BA (Hons) Business Management with Finance – option module
 - BA (Hons) Business Management with Global – option module
 - BA (Hons) Business Management with Law – option module
 - BA (Hons) Business Management with Marketing – option module
 - BA (Hons) Applied Business Management – core module
8. **The intended subject specific learning outcomes.**
On successfully completing the module students will be able to:
On successfully completing the module students will be able to:
 - 8.1 Demonstrate a good understanding of the main research methods and techniques used in academic and commercial business research
 - 8.2 Understand how to formulate a research specification and conduct research using different sources and methodologies
 - 8.3 Understand and apply the Harvard School of referencing model when presenting academic research
 - 8.4 Undertake a business research proposal, either in an academic or commercial setting
 - 8.5 Ensure appropriate levels of reliability, validity and generalizability within their own research
 - 8.6 Present research findings in the form of a research project
 - 8.7 Demonstrate the ability to learn independently and proactively

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9. The intended generic learning outcomes.

On successfully completing the module students will be able to:

- 9.1 Work autonomously and independently on projects with guidance from others, taking responsibility for their own work and learning.
- 9.2 Work under pressure, producing set outputs within a definite time-limited period with minimal access to external resources
- 9.3 Communicate qualitative and quantitative information and ideas accurately and reliably with structured and coherent arguments
- 9.4 Evaluate and interpret qualitative and quantitative data

10. A synopsis of the curriculum

Module Aims

This module aims to provide students with a solid introduction to the main qualitative and quantitative research techniques used in both academic and commercial business research. Its primary role is to prepare them for undertaking a business research project, whether in a university or business setting, helping them to appreciate the importance of ideas such as reliability, validity and generalizability for ensuring that research is of a good quality. The module will also equip students with some ability at critically assessing the quality of research outputs of others.

Overview

The following topics will be covered:

- 1. The purpose of business and management research
- 2. Formulating a research topic; Understanding research approaches (the research onion)
- 3. Negotiating Access; Research Ethics; Selecting Samples
- 4. Using secondary data
- 5. Collecting data through observation
- 6. Collecting data through interviews
- 7. Collecting data through questionnaires
- 8. An introduction to analysing qualitative data
- 9. An introduction to analysing quantitative data
- 10. Writing a research report

11. Reading list (Indicative list, current at time of publication. Reading lists will be published annually)

- Research Methods for Business Students. (2012). Saunders, M., Lewis, P., and Thornhill, A. Financial Times: Prentice Hall

Private Study	265	x	x	x	x	x	x	x	x	x	x	x		
Lectures	10		x									x		
Seminars	25	x	x	x	x	x	x	x				x	x	
Assessment method														
Research proposal (1,000 words)		x	x	x	x	x		x	x	x				
Research report (3,000 words)		x	x	x	x	x	x	x	x	x	x	x		

15. Inclusive module design

The Collaborative Partner recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/ declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

- a) Accessible resources and curriculum
- b) Learning, teaching and assessment methods

16. Campus(es) or centre(s) where module will be delivered

Pearson College London

17. Internationalisation

Students taking this unit will be expected to keep up to date with international developments in their chosen research area via their literature review, which should engage with the latest research on their topic from a variety of contexts, and through their reading related to their chosen research design and methodology. Students will be encouraged to think about how local and international contexts affect research approaches and outcomes. Examples and case studies in seminars will be taken from a variety of international contexts so students have an up-to-date understanding of research trends and topics around the world. Materials for lectures and those given to the students via their assigned readings will include international content so that students can place their research method and their topic in global contexts.

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If the module is part of a programme in a Partner College or Validated Institution, please complete sections 18 and 19. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.

18. Partner College/Validated Institution

Pearson College London

19. University School responsible for the programme

Kent Business School

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Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.

Date approved	Major/minor revision	Start date of the delivery of revised version	Section revised	Impacts PLOs (Q6&7 cover sheet)