

## MODULE SPECIFICATION

1. **Title of the module**

Introduction to Research (single)

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**

15 credits (7.5 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                        | -optional module |
| ● BA (Hons) Business Management with Entrepreneurship  | -optional module |
| ● BA (Hons) Business Management with Finance           | -optional module |
| ● BA (Hons) Business Management with Global Industries | -optional module |
| ● BA (Hons) Business Management with Law               | -optional module |
| ● BA (Hons) Business Management with Marketing         | -optional 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 Demonstrate the ability to present, evaluate, and interpret qualitative and quantitative data, developing lines of argument and make sound judgements in accordance with basic theories and concepts of the subject of study

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### 9. The intended generic learning outcomes.

**On successfully completing the module students will be able to:**

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

### 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
- Doing Research in Business and Management: An Essential Guide to Planning Your Project. (2011). Saunders, M., and Lewis, P. Financial Times Prentice Hall
- Business Research Methods (2011). Bryman, A., and Bell, E. Oxford University Press
- Interpreting Qualitative Data. (2011). Silverman, D. Sage.
- Quantitative Methods for Business Research. (2014) Duignan, P. CenGage.
- PLUS: Journal articles exemplifying key research methods, where appropriate, e.g.:

- Body Ritual among the Nacirema. 1956. Miner, H. in American Anthropologist 58:3, June.

## 12. Learning and teaching methods

For full details please see the teaching and learning strategy in the programme specification. Students study this module partly through a mentored independent model. This comprises of a combination of 10 x weekly online lectures and 10 x weekly seminars to be conducted face to face.

Scheduled Hours:	35
Placement Hours:	00
Independent Study Hours:	115
Total Study Hours:	150

## 13. Assessment methods

### 13.1 Main assessment methods

This module will be assessed through coursework of 2,800 words consisting of:

1. A 1000 word research project proposal (30% of overall grade), including an annotated bibliography
2. A final research report of 1800 words that demonstrates a range of applied research skills and builds on the student's research project proposal and reflects on developments since. The report should outline the student's findings and recommendations and reflect on their methodology (70% of overall grade)

A student must pass assessment two, the report, to pass the module

### 13.2 Reassessment methods

14. Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)

Module learning outcome		8.1	8.2	8.3	8.4	8.5	9.1	9.2				
Learning/teaching method	Hours allocated											
<b>Private Study</b>	115	x	x	x	x	x	x	x				
<i>Lectures</i>	10	x	x									
<b>Seminars</b>	25	x	x	x	x	x	x	x				
Assessment method												
<i>Research proposal (1000 words)</i>		x	x	x	x		x	x				
<i>Research report (1800 words)</i>		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.

**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)