

Research Methods

Module Code:	MAL7003-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Management and Law
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	12
Directed Study	76

Availability Periods

Occurrence	Location/Period
PDA	Kozminski University / Semester 2 (Feb - May)
BDA	University of Bradford / Semester 2 (Feb - May)
BDB	University of Bradford / Semester 2 (Feb - May)

Module Aims

To provide you with:

- (i) a conceptual understanding which enables you to analyse and evaluate published research
- (ii) a conceptual understanding of appropriate research designs
- (iii) a systematic understanding of data collection and analysis methods to enable you to begin to apply research methods concepts and skills to your own research projects

Outline Syllabus

Introduction and managing the research process. Research design and methodologies. Research skills. The literature review. Questionnaire design. Quantitative research I (theoretical aspects) Quantitative research II (practical aspects) Qualitative research I (theoretical aspects) Qualitative research II (practical aspects) Preparing a research proposal and course review.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1
 - a) Define a focused research topic and specify research objectives and questions.
 - b) Demonstrate an understanding of Research methods through having read and understood a range of research methods texts.
- 2
 - a) Develop a research framework and model
 - b) Understand the significance and appropriate use of different research methodologies.
- 3
 - a) Demonstrate skills in both qualitative and quantitative data collection and analysis techniques.
 - b) Write a research proposal.

Learning, Teaching and Assessment Strategy

Lectures and seminars will provide you with the information required to enhance your knowledge and gain critical awareness of business and management research methods (LO 1a, 1b, 2a, 2b, 3a, 3b). Seminars will provide you with the opportunity to examine, assess and solve real world research problems and to develop practical skills in constructing research based solutions to practical business and management problems with formative feedback given through peers and tutor (LO 1a, 2a,b,3a). Seminars and lectures will also enable you to develop skills in addressing academic research problems and issues through engagement with live academic research projects (LO 1b, 3b). You will also be able to practice and consolidate those skills through the development of an assessed project proposal, incorporating a critical literature review, focusing on a specific topic within management research (LO 1a, 1b, 2a, 2b, 3a, 3b). ESD is explicitly covered throughout the module, through lectures and the case study element of seminars. Topics covered include, research ethics, plagiarism and socially responsible research.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Individual Assignment	-2000 words	100%	Yes

Legacy Code (if applicable)

MAN4148M

Reading List

To view Reading List, please go to [rebus:list](#).