



COURSE OUTLINE

1. General specifications

Module Title: Research Methods **Level:** BSc (Hons) in Business Administration
Credits 15

Overview of the module

An understanding of business research and how it is conducted is important for business students when conducting academic business research for assignments and when conducting business research within an organisation. This module aims to introduce students to the methods and techniques used in business research with particular reference to the use of academic literature. The skills learned here will be used across all modules in a final year degree programme.

2. Module Delivery

Contents

CLASS SUBJECT
1 Introduction. Research problems and questions and how they relate to debates in research methods Required text: Research Methods for Business Students, Chapters 1 and 2
2 Putting the problem into context: identifying and critically reviewing relevant literature Required text: Research Methods for Business Students, Chapter 3
3 Choosing research approaches and strategies Required text: Research Methods for Business Students, Chapters 4 and 5
4 Ethics in business research Required text: Research Methods for Business Students, Chapter 6
5 Choosing samples from populations



Required text: Research Methods for Business Students, Chapter 7
6 Quantitative research methods: collecting and analyzing quantitative data
Required text: Research Methods for Business Students, Chapter 12
7 Questionnaire design and testing
Required text: Research Methods for Business Students, Chapter 11
8 Using secondary data
Required text: Research Methods for Business Students, Chapter 8
9 Qualitative research methods: collecting and analyzing qualitative data
Required text: Research Methods for Business Students, Chapter 13
10 Practical issues in conducting interviews, focus groups, participant observation
Required text: Research Methods for Business Students, Chapters 9 and 10
11 Forecasting trends
Additional text: Forecasting Methods and Applications, Chapters 1, 2 and 11
12 Presenting research reports
Required text: Research Methods for Business Students, Chapter 14

Indicative reading

Essential Textbook:

Saunders, M, Lewis, P and Thornhill, A (2007), Research Methods for Business Students 4th Rev Ed., FT PrenticeHall, ISBN-10: 0273701487; ISBN-13: 978-027301484.

Other Materials:

Makridakis, S, Wheelwright, S C, Hyndman, R J. (1998) Forecasting 3rd Rev Ed. John Wiley and Sons (WIE), ISBN-10: 0471532339; ISBN-13: 978-0471532330.

3. Module Assessment

Module Learning Outcomes

On completion of this module the student should be able to:

Knowledge and understanding

Intellectual Skills

1. Analyse data using appropriate quantitative and qualitative techniques.
2. Use the results of an analysis to make justified recommendations for business decisions.
3. Use historical and study data to perform basic business forecasting.



4. Design business research studies for a variety of research questions, recognising limits to objectivity and ability to set them in the context of published literature.
5. Present and report the results of a study using charts, statistics, tables as appropriate.

Practical Skills

1. Gathering primary and secondary study data showing awareness of ethical sampling and practical issues.

Transferable Skills

1. Correctly using sources of academic literature as supporting evidence.

Assessment Methods:

Number, Type and Weighting of Element

Examination 55%

Assignment 35%

Discussion Forum contribution 10%