MODULE **DESCRIPTOR**

MODULE TITLE	RESEARCH METHODS		
MODULE CODE	HR2010 (L5)	CREDIT VALUE	20 UK CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS MANAGEMENT		

MODULE **AIMS**

This module equips students with the capability to understand the ways in which research is carried out and applied in organisational contexts. It will also provide students with the skills necessary to conduct a variety of different types of research that may be used in undertaking an academic dissertation or a research project with current and future employers.

MODULE **CONTENT**

Indicative syllabus content:

Introduction
•How to think like a researcher
•Research as an everyday organisational activity
•Research ethics
•Using secondary sources to establish theory and a research frameworks
•Using secondary data
•Establishing appropriate research strategies (research design and sampling)

Research methods
•Using questionnaires for organisational research (employee attitude surveys)
•Using interviews for organisational research (performance review)
•Using focus groups for organisational research (buyer attitudes and behaviour)
•Using other methods for organisational research (experiments, diaries and observation)

Research data analysis
•Analysing qualitative research data (manual and software approaches)
•Analysing quantitative data (SPSS)

Research findings
•The use and abuse of research evidence in organisational contexts
•Writing research reports and dissertations

INTENDED **LEARNING OUTCOMES**

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

1. Analyse the issues that influence and underpin organisational research.
2. Select and utilise appropriate data collection methods for both qualitative and quantitative research.
3. Evaluate and apply typical tools and techniques used in day to day organisational research.
4. Understand and evaluate the application and presentation of evidence drawn from organisational research.

TEACHING METHODS

The module will employ a mix of formal taught input and practical exercises organised around weekly interactive workshop sessions. There will be some formal input during which key concepts are introduced. Students will also be given exercises to complete to develop their practical research skills. This will include interviewing skills, using research software for collecting and analysing data, developing and conducting surveys, selecting and using sampling techniques, and understanding the ethical challenges that researchers can face. They will also be given the opportunity to evaluate existing research and to engage in discussion and debate about how research is planned and carried out, how choices are made by researchers, the use to which research is put and the challenges involved in conducting research.

The module will introduce students to the way in which research skills can be used in an organisational and business context, the data and information that might underpin this. As well enabling students to develop the skills and tools to engage in dissertation based research (which will be developed also in the first and second assessments), the module will also enable them to engage in planning and undertaking business and management reports in a more applied context. For students who are planning to take the dissertation (BC3010) or report module (BC3011) the assessment will take the form of a research plan. For students who are not taking the dissertation or report module, they will be given case study scenarios of business issues / problems that are then worked up to a short report outlining the way in which they would approach this task if given it by a manager or employer.

The module will be supported by online material and students will be expected to use these resources regularly to reinforce workshop-based learning. The module is assessed through a combination of individual written work and undertaking time-limited online activities to further develop and assess the students' understanding of how research data are collected and analysed.

Graduate Skills and Attributes: written and oral communication; planning and time management; decision making; data collection and analysis; evaluation; numeracy; research skills; problem solving; research design for business improvement skills.

ASSESSMENT METHODS

This module is assessed through two online tests and a business problem evaluation project; or dissertation/ management report proposal.