

## MODULE DESCRIPTOR

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| <b>MODULE TITLE</b> | Designing a Research Project      |                     |             |
| <b>MODULE CODE</b>  | MD4064 (L7)                       | <b>CREDIT VALUE</b> | 10 / 5 ECTS |
| <b>SCHOOL</b>       | SCHOOL OF BUSINESS AND MANAGEMENT |                     |             |
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### MODULE AIMS

The module aims to introduce students to the process of planning and designing a systematic proposal for a research project.

The module will provide students with the conceptual and practical knowledge to design a viable research proposal which can form the basis of the masters dissertation.

### MODULE CONTENT

The module is divided into three parts;

#### Part One

The first part of the module considers the nature of research enquiry and the purpose of research in relation to management knowledge. Students will be introduced to the philosophical underpinnings of research which should then inform choices about methodology and methods. More specifically students will cover:

What is research?

Designing appropriate aims and objectives.

An introduction to epistemological and ontological considerations;

Ethical considerations.

#### Part Two

The second part of the module will allow students to distinguish between primary and secondary research and the merits of both approaches for management research:

Primary Research - Research strategies; qualitative, quantitative and mixed approaches;

Methodologies for management research; experiment; case studies; surveys; action research; ethnography;

Secondary Research –the advantages and disadvantages of using secondary data; analysing secondary data; sources of secondary data sets;

Literature reviews – how to search the literature; critical evaluation of sources.

#### Part Three

Part three considers data collection methods and analysis:

Structured, semi-structured and unstructured interviews;

Focus groups; Questionnaires; Sampling

Consideration of reliability, validity and generalizability of data

Analysing qualitative data

Going beyond descriptive statistics in quantitative analysis;

Writing up research.

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## **INTENDED LEARNING OUTCOMES**

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

1. Understand the different methodological approaches to research.
  2. Devise a systematic and viable plan for management research.
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## **TEACHING METHODS**

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The module content will be delivered through lectures and workshop activities which give students the conceptual grounding in research methodologies as well practical guidance for the design of a viable research project. Emphasis will be placed on the systematic nature of the research process so that students can see the links between, philosophy, methodology, methods and data analysis. Students will be encouraged to make a considered choice between carrying out either primary or secondary research and provided with guidance on access and sampling in order to make an informed choice.

The module assessment comprises the production of research proposal, which the students can use as the basis for their masters dissertation. Students will be given the opportunity to discuss their ideas for research during class sessions and will also submit a draft of their research proposal in order to gain formative feedback before submitting the final assessment.

The module will increase understanding of the research process and develop generic skills of evaluation and planning.

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## **ASSESSMENT METHODS**

This module is assessed through a Research proposal.