

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	Accounting & Finance Business Management Finance and Investment Economics Fashion Management and Marketing Digital Marketing International Sports Management
FHEQ Level:	5
Course Title:	Research Methods and Data Analysis
Course Code:	MGT 5200
Total Hours:	120
Timetabled Hours:	45
Guided Learning Hours:	0
Independent Learning Hours:	75
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course provides an overview of how research in business and economics can be conducted. Topics covered include research philosophies, critical literature review, and quantitative and qualitative data collection and analysis. This course prepares students for their Senior Projects.

Prerequisites:

GEP 4180 Research and Writing II and MTH 4120 Probability and Statistics I

Aims and Objectives:

This course has two main objectives. The first objective is to provide students with an overview of what research is in the fields of business and economics and how it can be conducted. The second objective is to offer students first-hand experience of planning and conducting a small-scale research study.

Programme Outcomes:

Accounting & Finance: B1, B2, C1, D1, D2, D3

Business Management: A1, A4, A7, B2, B3, B4, D1, D5

Digital Marketing: A1, A4, B2, B3, B5, D1, D5

Economics: A2, B1, D

Fashion Management and Marketing: A1, A4, B2, B3, B5, D1, D5

Finance and Investment: A4, B2, B4, B5, D1, D5

International Sports Management: A1, A4, B2, B3, B5, D1, D5

A detailed list of the programme outcomes is found in the Programme Specification.

This is located at the archive maintained by the Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- Critically discuss, select and justify research approaches and methods in relation to an appropriately formed research proposal that addresses a relevant business or economics issue.
- Understand and apply the steps required to conduct a critical literature review.
- Understand how to apply appropriate research designs for quantitative and qualitative research.
- Understand the research ethics principles and requirements.
- Understand how to analyse qualitative and quantitative data.
- Demonstrate an understanding of proper structure and citation of academic work.
- Present research results in a written report.

Indicative Content:

- Research philosophies
- Critical literature review
- Research design
- Research ethics
- Primary and secondary data collection
- Qualitative research
- Quantitative research
- Writing a research paper

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Weekly sessions are a combination of interactive lectures and workshops. Interactive lectures offer an overview of key concepts and methodologies. Students are expected to prepare in advance and contribute to the class discussion related to each lecture's topic. Workshops are an opportunity for students to work towards developing their projects under the instructor's guidance.

Saunders, M.N.K., Lewis, P. and Thornhill, A. (2019) *Research methods for business students*. 8th edn. New York: Pearson.

Gioia, D. A., Corley, K. G. and Hamilton, A. L. (2012) Seeking qualitative rigor in inductive research: Notes on the Gioia Methodology. *Organizational Research Methods*, 16(1), pp. 15-31.

Web Sites

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