

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	MBA MSc International Business Management MA Luxury Brand Management
FHEQ Level:	7
Course Title:	Business Research
Course Code:	MGT 7160
Student Engagement Hours:	100
Timetabled Hours:	26
Guided Learning Hours:	4
Independent Learning Hours:	70
Credits:	10 UK CATS credits 5 ECTS credits 2 US credits

Course Description:

This course discusses the main concepts and techniques involved in the field of business. The course develops four main themes: research in context which puts the student as the researcher and as the user of research; research methodology which deals with the nature and limitations of different philosophies of research design e.g. deductive versus inductive approaches: qualitative versus quantitative approaches and the role of literature: research method which deals with advantages and issues associated with the use of various data collection methods including observation, use of groups, interviewing techniques and questionnaire design. At the end of the class a research proposal for the upcoming dissertation needs to be prepared which deals with issues of planning, literature review, topic selection, access to data, schedules, action plans, writing styles and referencing systems.

Prerequisites:

N/A

Aims and Objectives:

The aim of this course is to enable students to critically discuss, select and justify research approaches and research methods in relation to an appropriately formed research proposal which addresses a relevant business or economics issue. Understand and apply the steps

required to create a literature review and how to apply appropriate research designs for quantitative and qualitative research.

Programme Outcomes:

MBA: A1, A2, A3, B1, B2, B4, B5 C1, C2, D1, D2, D3, D4

MSc International Business Management: A1, A2, A3, A5, B1, B2, B3, B4, B5, C1, C2, C3, C4, D1, D2, D3, D4, D5

MA LBM: A1, A2, A3, , B1, B2, B4, B5, C1, C2, , D1, D2, D3, D4,

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at:

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

Learning Outcomes:

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

Subject Knowledge and Understanding

- Critically discuss, select and justify research approaches and research methods
- Understand various concepts of research methods.
- Understand how to apply appropriate research designs for quantitative and qualitative research.
- Understand structure and citation in all academic work.
- Ability to analyse critically.

Cognitive Skills

- Evaluate different research approaches
- Design and undertake substantial investigation into the chosen research area
- Critically evaluate the effectiveness of methodological approaches
- Select appropriate methodological approaches

Subject-Specific, Practical and Professional Skills

- Formulate an appropriately formed research proposal which addresses a relevant business or economics issue

General/Transferable Skills

- Effective written and oral communication in a range of different media

Indicative Content:

- Introduction to the specificity of Business Research
- Identifying relevant research questions
- Integrating research in an existing body of knowledge
- Using the literature and scholar resources

- Research plan and schedule
- Choosing a quantitative method/ Independent variable, interdependent variable, nominal, ordinal, interval, ratio variables

- Choosing a qualitative method / Participant selection, target groups / Interviews, focus groups
- Thematic analysis, narrative analysis, content analysis
- Writing styles, citations
- Writing a research proposal for the chosen dissertation topic

Assessment:

Students will be required to produce a research proposal of 1500 words which will include a presentation to the class.

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

Teaching Methodology:

This component will be divided between lectures and workshops. Lectures will offer an overview of the key theories and concepts, alongside with a critical perspective. Workshops will be the occasion for students to engage in developing their own research project and practicing with the use of statistical software for data analysis. Students are expected to read the corresponding chapters in the course textbook before each session. Blackboard will be used to upload lecture notes and other essential course-related information and material.

Indicative Text(s):

- Bryman, A. and Bell, E. (2022) *Business research methods*. 6th edn. Oxford: OxfordUniversity Press.
- Ghauri, P., Grønhaug, K. and Strange, R. (2020) *Research methods in business studies*. 5th edn. Cambridge: Cambridge University Press.
- Gray, D. (2021) *Doing Research in the Real World*. 5th edn. London: Sage Publications.
- Saunders, M., Lewis, P. and Thornhill, A. (2023) *Research Methods for BusinessStudents*. 9th edn. Harlow: Pearson Education.
- Thomas, G. (2023) *How to do your research project*. 4th edn. London: Sage Publishing

Journals

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Web Sites

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See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Assessments, credits, reading list, indicative content, learning outcomes	March 18	
Course Title, learning outcomes	Nov 18	
Added MSc to list of programmes.	Nov 21	
Indicative texts -- updated editions.	Feb 23	
Contact hours updated	29 March 2023	
Revision – annual update	May 2023	
Total hours updated	April 2024	