

**COURSE SPECIFICATION DOCUMENT**

<b>Academic School / Department:</b>	Richmond Business School
<b>Programme:</b>	MBA MSc International Business Management MA Luxury Brand Management
<b>FHEQ Level:</b>	7
<b>Course Title:</b>	Business Research
<b>Course Code:</b>	BUSM 7104
<b>Total Hours:</b>	100
Timetabled Hours:	26
Guided Learning Hours:	4
Independent Learning Hours:	70
<b>Credits:</b>	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, D1, D2, D3, D4,

MA LBM: A2 B2, B3 , 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:**

The course will be delivered through a blend of in-person lectures, workshops, and tutorials.

- Lectures will serve to introduce and explore new concepts and theoretical frameworks.
- Workshops will provide students with practical, hands-on experience, focusing on problem-solving and the application of theory to real-world scenarios.
- Tutorials will offer structured support and guidance for students' coursework and assignments.

Additionally, Guided Learning Hours (asynchronous online activities) will supplement the curriculum with extra learning content. This may include, but not be limited to: flipped

classroom activities, recorded lectures, podcasts, vodcasts, quizzes, and online discussions.

**Indicative Text(s):**

- Bryman, A. and Bell, E. (2022) *Business research methods*. 6<sup>th</sup> edn. Oxford: OxfordUniversity Press.
- Ghauri, P., Grønhaug, K. and Strange, R. (2020) *Research methods in business studies*. 5<sup>th</sup> edn. Cambridge: Cambridge University Press.
- Gray, D. (2025) *Doing Research in the Real World*. 6<sup>th</sup> edn. London: Sage Publications.
- Saunders, M., Lewis, P. and Thornhill, A. (2023) *Research Methods for BusinessStudents*. 9<sup>th</sup> edn. Harlow: Pearson Education.
- Thomas, G. (2023) *How to do your research project*. 4<sup>th</sup> edn. London: Sage Publishing.

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	