COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	Accounting and Finance
Business and Data Analytics	
	Business Enterprise and Innovation
	Economics and Finance
	Fashion Management and Marketing
	Finance and Investment
	International Business
	Marketing
***FHEQ* Level:**	5
Course Title:	Research Methods and Skills for Business and Enterprise
Course Code:	BUSM 5301
Total Hours:	160 (Standard 4- credit BA Course)
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credit	16 UK CATS credits
	8 ECTS credits
	4 US credits

Course Description:

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

Prerequisites:

LIBA 4301 Academic Research and Writing

MATH 4101 Probability and Statistics OR DATA 4301 Data Literacy AND 40 Credits

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 equip students with research skills and offer them first-hand experience in planning and conducting a small-scale research study.

Programme Outcomes:

A5I, B5I, B5II, C5II, D5I

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

Course Learning Outcomes	**Key Programme Outcomes**
1. Define a research question within business or economics and develop a robust proposal outlining your chosen methodology.	L5A (i)
2. Critically review existing literature to identify knowledge gaps and position your research	L5B (ii)
3. Design effective research using appropriate quantitative and qualitative methods.	L5A (i)
4. Conduct ethical research that protects participant rights and ensures data integrity.	L5B (i)
5. Analyse data using appropriate qualitative and quantitative techniques	L5D (i)
6. Communicate findings effectively in a structured research report with appropriate citations.	L5C (ii)

Indicative Content:

- Research philosophies
- Critical literature review
- Research designs – inductive and deductive
- Research ethics
- Primary and secondary data collection
- Qualitative research – data collection and analysis
- Quantitative research – data collection and analysis
- Writing a research paper
- Information Literacy and Literature Reviews

Assessment:

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

Teaching Methodology:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

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

Pallant, J. (2020) *SPSS survival manual: a step-by-step guide to data analysis using IBM SPSS*. 7th edition. London: Open University Press.

Quinlan, C., Babin, B.J., Carr, J.C., Griffin, M. and Zikmund, W.G. (2024) *Business research methods.* Third edn. Andover: Cengage Learning.

Saunders, M.N.K., Lewis, P. and Thornhill, A. (2023) *Research methods for business*

students. 9th edn. London: Pearson.

Tranfield, D., Denyer, D. and Smart, P. (2003) 'Towards a methodology for developing evidence-informed management knowledge by means of systematic review' in *British Journal of Management*, 14(3), pp. 207-222.

Yin, R.K. (2018) *Case study research and applications: design and methods*. 6th edn. Los Angeles: Sage.

Journals

FT-50 journals. Available at:

https://www.ft.com/content/3405a512-5cbb-11e1-8f1f-00144feabdc0 (Accessed: November 2024)

Websites

The Financial Times. Available at: https://www.ft.com/ (Accessed: November 2024)

Statista. Available at: https://www-statista-com.raiul.koha-ptfs.co.uk/ (Accessed: November 2024)

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First Edition	Nov 2024	