

COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTFC.

Academic School/Department:	Business and Economics
Programme:	Masters in Business Administration
FHEQ Level:	7
Course Title:	Research Methods
Course Code:	MGT 7150
Course Leader:	Dr Bryan McIntosh
Student Engagement Hours:	200
Lectures:	39
Seminar / Tutorials:	6
Independent / Guided Learning:	155
Semester:	Summer
Credits:	20 UK CATS credits 15 ECTS credits 4 US credits

Course Description:

This course discusses the main concepts and techniques involved in research 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 and qualitative versus quantitative approaches and the role of literature; research methods 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; research proposal preparation which deals with issues of planning, literature review, topic selection, access to data, schedules, action plans, writing styles and referencing systems

Prerequisites: Not Applicable

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:

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

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the Departmental/Schools page of the portal.

Learning Outcomes:

- Have a detailed knowledge of the different types of research approaches (quantitative & qualitative)
- Understand the importance of epistemology in conducting sound research.

Indicative Content:

- Identify the respective advantages and disadvantages of quantitative and qualitative research
- Research and enquiry: be able to conduct a literature review, identify a gap in the literature, identify recent developments, and develop a research question that integrates within an existing body of work
- Synthesis and creativity: be able to critically synthesize findings, identify shortcomings of quantitative and qualitative projects, and offer areas for future research
- Team and organizational working: be able to work efficiently in a group, coordinate efforts, and adapt to group demand. To be able to engage in a class discussion during the group presentation.
- Ethical awareness and application: understand the ethical aspects of conducting a research projects; understand the need for ethical approval before collecting data
- Effective oral and written communication business skills with the group project (report + presentation)

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

Teaching Methodology:

The course will emphasize problem-solving, the application of theory to real world practice and teamwork. Problem-solving and the application of theory to practice will be the addressed through extensive use of case studies which require analysis and problem solving. Teamwork will be emphasized through in-class case discussion and group assignment(s).

Bibliography:

See syllabus for complete reading list

Indicative Text(s):

Saunders, M., Lewis, P. and Thornhill, A. (2009) *Research Methods for Business Students*, Fifth Edition. FT Prentice Hall

Recommended Reading:

Bauer, M.W. & Gaskell, G. (Eds) (2000) *Qualitative Researching with Text, Image and Sound: A practical handbook*. London: Sage.

Burton, D. (2000) *Research Training for Social Scientists*, Sage. (Especially chapters on epistemology, triangulation and ethics)

Field, A. P. (2009). *Discovering statistics using SPSS*: Sage Publications.

Silverman, D (2001) *Interpreting Qualitative Data. Methods for analysing talk, text and interaction, 2nd edition*. London: Sage (especially parts One and Three).

Sommer, R. and Sommer, B. (2002) *A Practical Guide to Behavioral Research: Tools and techniques*. Oxford: Oxford University Press (5th Edn.).

Thiétart, R. et al (2001) *Doing Management Research; A Comprehensive Guide*. London: Sage

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry