

Module Descriptor

Definitive Document

Module Code	BSND06
Version	1.2
Module Title	Research Methods
Credits	20
Valid From	01/09/18 - 31/08/24
Status	Validated
Subject Board	BSN
HECoS Code	
Academic Level (FHEQ)	5
Study Period	B
Prerequisites and co-requisites	N/A
Not available to students taking/having taken	N/A

Content (Indicative)

This module will prepare students for their dissertation and provide guidance on how to undertake an original piece of research, content will include:

- The process of research design and underpinning research philosophy.
- Quantitative and Qualitative research methodologies.
- Completing a literature review
- Analysing and writing up research findings.

Teaching and Learning Experience

- Blended Learning
- 1-2-1 Tutorials
- Guided Independent Study
- Lectures
- Seminars

Module Learning Outcomes (MLOs)

On successful completion of this module students will be able to:

1. Demonstrate an understanding of the steps of the research design process.
2. Evaluate appropriate quantitative and qualitative research methodologies.
3. Produce a literature review.
4. Evaluate a range of data analysis techniques.
5. Demonstrate an understanding of the steps for writing up research findings.

Assessment

Assessment task	Load	Weighting	Learning Outcomes assessed
Literature Review	up to 2,000 words (or equivalent)	40%	3
Research Poster	up to 3,000 words (or equivalent)	60%	1, 2, 4, 5

Indicative reading (APA 7th edition referenced)

Books

- Adam, C. (2011). *Essential mathematics and statistics for forensic science*. John Wiley & Sons.
- Brannen, J. (2017). *Mixing methods: Qualitative and quantitative research*. Routledge.
- Bryman, A., & Bell, E. (2011). *Business research methods* (3rd ed.). OU Press.
- Currell, G. (2015). *Scientific data analysis*. Oxford University Press.
- Denzin, K., & Lincoln, Y. S. (2000). *Handbook of qualitative research* (2nd ed.) Sage.
- Field, A. (2013). *Discovering statistics using IBM SPSS Statistics*. Sage.
- Fink, A. (2005). *Conducting research literature reviews: From the internet to paper* (2nd ed.). Sage.
- George, D., & Mallery, P. (2016). *IBM SPSS Statistics 23 step by step: A simple guide and reference*. Routledge.
- Lucy, D. (2013). *Introduction to statistics for forensic scientists*. John Wiley & Sons.
- Martin, D., & Hughes, N. (2014). *Doing a successful research project: Using quantitative or qualitative methods*. Palgrave.
- Saunders, M., Lewis, P., & Thornhill, P. (2015). *Research methods for business students* (7th ed.). Pearson.

Journals

Entrepreneurship, Theory and Practice
International Small Business Journal
Journal of Business Venturing
Journal of Mixed Methods Research

Websites

Cite them right
CMI resources
Market Research Society – Code of Conduct
Social Research Association – Ethical Guidelines