



Module Descriptor Definitive Document

Module Code	BSND06
Version	1.2
Module Title	Research Methods
Credits	20
Academic Level (FHEQ)	5
Study Period	B
Prerequisites and co-requisites	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.

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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
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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