

Module Descriptor Definitive Document

Module Code	BSND56
Version	1
Module Title	Research Methods
Credits	20
Valid From	1 st January 2025
Status	Validated
Subject Board	BSN
HECoS Code	100097
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 a clear understanding of the steps of the research design process.
2. Evaluate appropriate quantitative and qualitative research methodologies.
3. Demonstrate an understanding of a range of data analysis techniques.

Assessment

Assessment Task	Weighting	Module Learning Outcomes Assessed
Research Poster	100%	1, 2, 3

Indicative reading

Books

Bryman, A., & Bell, E. (2018). *Business research methods* (5th ed.). OU Press.

Denzin, K., & Lincoln, Y. S. (2023). *Handbook of qualitative research* (.). Sage.

Field, A. (2017). *Discovering statistics using IBM SPSS Statistics*. Sage.

Fink, A. (2019). *Conducting research literature reviews: From the internet to paper* (.). Sage.

George, D., & Mallery, P. (2016). *IBM SPSS Statistics 23 step by step: A simple guide and reference*. Routledge.

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

Market Research Society – Code of Conduct

Social Research Association – Ethical Guidelines