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| <b>Module Title:</b>   | Business Research Methods   |
| <b>Language of Instruction:</b>  | English   |
| <b>Credits:</b>  | 5   |
| <b>NFQ Level:</b>  | 8   |
| <b>Module Delivered In</b>   | <a href="#">2 programme(s)</a>  |
| <b>Teaching &amp; Learning Strategies:</b>   | Students will undertake practical, class-based assignments (development of questionnaires etc.) in order to enhance learning. The course gives the students a though background in report and research writing which will underpin the written element of the Professional Placement Programme. |
| <b>Module Aim:</b>   | To provide students with the competence, knowledge and skills to plan, design, formulate and manage a research project.   |
| <b>Learning Outcomes</b>   |   |
| <i>On successful completion of this module the learner should be able to:</i>  |   |
| LO1  | Apply the tools, skills and techniques of the Research Process to an expert professional standard, in order to be able to carry out a Business Research Project.  |
| LO2  | Demonstrate a knowledge of estimation and statistical testing.  |
| LO3  | Use the concepts of probability and sampling to carry out a Business Research Project.  |
| LO4  | Demonstrate the ability to use SPSS to input and interpret data, and to carry out statistical analysis.   |
| <b>Pre-requisite learning</b>  |   |
| <b>Module Recommendations</b><br><i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>         |   |
| No recommendations listed  |   |
| <b>Incompatible Modules</b><br><i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i> |   |
| No incompatible modules listed   |   |
| <b>Co-requisite Modules</b>  |   |
| No Co-requisite modules listed   |   |
| <b>Requirements</b><br><i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>          |   |
| No requirements listed   |   |

**Module Content & Assessment**

**Indicative Content**

**Introduction to the Research Process**

• The Research process • The importance of research within the business context • Research terminology • Research Industry • Ethics • Management information systems • Technology for Business and Research.

**Research Design**

• Types of research design • Steps in the research design process • Potential errors • Research objectives.

**Data Types, Secondary Data**

• Purposes • Sources of secondary data

**Qualitative Research**

• Observation • Focus groups • Other qualitative methods.

**Survey Data Collection Methods and the Survey Instrument**

• Data Collection modes • Factors determining same • Errors • Questionnaire development process • Questionnaire development • Wording of questionnaires • Structuring; Sequencing • Layout • Error minimisation.

**Measurement**

• General concepts • Measurement scales • Attitude measurement • Rating and ranking scales • Reliability and validity of measurements • Error minimisation

**New Developments in Market Research**

• Emerging use of Social Media to implement market research

**Data Collection and Descriptive Statistics**

• Definition of statistics • Census or sample • Populations. • Frequency distributions • Cross-tabulations • Measures of central tendency, • Measures of dispersion. • Mean, Mode, Median

**Concepts in Samples and Sampling**

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**Probability**

• Probability laws • Bayes Theorem • Binomial, Poisson and Normal distributions. • Probability Distributions

**Statistical Inference Using Samples**

• The sampling distribution • Confidence intervals and approximate confidence intervals • Statistical determination of sample size • Hypothesis testing • T-test, Chi-square tests • Statistical significance and practical significance

**Introduction to SPSS**

SPSS

**Using the Data Editor**

• Data Coding and Entry • Defining Variables • Value labels • Missing values • Modifying and recoding data values

**Data Analysis using a case study dataset**

• Frequencies • Descriptive Statistics • Explore and Cross tab procedures • Multiple Response Procedures • Regression and Correlation • Hypothesis testing

**Using the Output Editor**

• Creating and Modifying Charts • Exporting tables and charts

| Assessment Breakdown  | %      |
|-----------------------|--------|
| Continuous Assessment | 25.00% |
| Project               | 75.00% |

**Continuous Assessment**

| Assessment Type        | Assessment Description    | Outcome addressed | % of total | Assessment Date |
|------------------------|---------------------------|-------------------|------------|-----------------|
| Short Answer Questions | In-Class Test: Statistics | 2,4               | 25.00      | n/a             |

**Project**

| Assessment Type | Assessment Description  | Outcome addressed | % of total | Assessment Date |
|-----------------|---|-------------------|------------|-----------------|
| Project         | Each student will complete a research process which will include the development of a questionnaire, the carrying out of a survey, and appropriate analysis on SPSS | 1,3,4             | 75.00      | n/a             |

No Practical

No End of Module Formal Examination

**Module Workload**

| <b>Workload: Full Time</b> |                    |  |
|----------------------------|--------------------|--|
| <i>Workload Type</i>       | <i>Frequency</i>   | <i>Average Weekly Learner Workload</i> |
| Lecture                    | 12 Weeks per Stage | 3.00                                   |
| Independent Learning       | 15 Weeks per Stage | 5.93                                   |
| Total Hours                |                    | 125.00                                 |

  

| <b>Workload: Part Time</b> |                    |  |
|----------------------------|--------------------|--|
| <i>Workload Type</i>       | <i>Frequency</i>   | <i>Average Weekly Learner Workload</i> |
| Independent Learning       | 15 Weeks per Stage | 2.97                                   |
| Lecture                    | 12 Weeks per Stage | 1.50                                   |
| Total Hours                |                    | 62.50                                  |

**Module Delivered In**

| Programme Code | Programme  | Semester | Delivery  |
|----------------|--|----------|-----------|
| CW_BWBUS_B     | <a href="#">Bachelor of Business (Honours) Options: in Business or Digital Marketing</a> | 5        | Mandatory |
| CW_BWBUS_D     | <a href="#">Bachelor of Business Options: Business or Digital Marketing</a>              | 5        | Mandatory |