

Module Title:	Business Research Methods
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	Students will undertake practical, class-based assignments (development of questionnaires etc.) in order to enhance learning. The course gives the students a tough background in report and research writing which will underpin the written element of the Professional Placement Programme.
Module Aim:	To provide students with the competence, knowledge and skills to plan, design, formulate and manage a research project.
Learning Outcomes	
<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.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <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

Workload: Full Time		
<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

Workload: Part Time		
<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	Bachelor of Business (Honours) Options: in Business or Digital Marketing	5	Mandatory
CW_BWBUS_D	Bachelor of Business Options: Business or Digital Marketing	5	Mandatory