

Module Title:	Applied Research Skills
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 though background in report and research writing. The students will carry out an individual research project to a professional standard
Module Aim:	To provide students with the competence, knowledge and skills to plan, design, formulate and manage a research project in the Tourism and Event Management Sector
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Research, plan, design and implement a research project in the area of Tourism and Event Management, to a professional standard
LO2	Use the concepts of probability and sampling to carry out a research project
LO3	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 in the Tourism and Event Management sectors - Research Terminology - The Research Industry - Ethics in Research - The Use of Technology in Research.

Research Methods

- Approaches to Research - Methodologies for Research - Triangulation

Project Planning

- Stages in Planning - Writing Tenders for Consultancy Projects - Considerations for Market Research

Sampling

- Introduction to Sampling - Selecting a Sample - Types of Sampling - Probability and Non-Probability Sampling - Sample Size

Quantitative Data Collection Methods

- Research Design and the Literature Review - Designing Questionnaires - Data Collection Methods

Qualitative Data Collection Methods

- Qualitative Methods and the Literature Review - Interviewing - Focus Groups - Projective Techniques - Mixed-Methods Approach - Ethical Issues Associated with Qualitative Research

New Developments in Market Research

- Use of Social Media to Implement Market Research - Emergent Research Issues in Tourism Management and Event Management

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

Probability

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

Statistical Inference Using Samples

- The Sampling Distribution - Confidence intervals - Statistical Determination of Sample Size - Hypothesis Testing - T-test, Chi-square Tests - Statistical Significance

Introduction to Technologies for Research

- Quantitative: Introduction to SPSS and SurveyMonkey - Qualitative: Introduction to Invivo

SPSS - Using the Data Editor

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

SPSS - Data Analysis using a Case Study Dataset

- Frequencies - Descriptive Statistics - Explore and Cross tab procedures - Multiple Response Procedures - Regression and Correlation - Hypothesis Testing

SPSS - Using the Output Editor

- Creating and Modifying Charts - Exporting tables and charts

Analysing Data

- Analysing Quantitative Data - Analysing Qualitative Data

Writing up, and Presenting Results

Key considerations in the writing-up and presentation of a research project

Assessment Breakdown	%
Continuous Assessment	40.00%
Project	60.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Examination	Statistics Test: Class Test	2	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	1,2,3	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>
Lecture	12 Weeks per Stage	1.50
Independent Learning Time	15 Weeks per Stage	2.97
Total Hours		62.50

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BWTEM_B	Bachelor of Science (Honours) in Tourism and Event Management	5	Mandatory
CW_BWTEM_D	Bachelor of Science in Tourism and Event Management	5	Mandatory