

# BUSS H3702: Business Research Methods

	XX	Technological University		
Module Title:		Business Research Methods		
Language of Instruction:		English		
Credits:	5			
NFQ Level	: 7			
Module De	elivered In	No Programmes		
Teaching & Learning Strategies:		Students will undertake practical, class-based assignments (development of questionnaires etc.) in order enhance learning. The course gives the students a though background in report and research writing white 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			
On succes	sful completion of	this module the learner should be able to:		
LO1		, skills and techniques of the Research Process to an expert professional standard, in order to be able to carry Research Project.		
LO2	Demonstrate a	knowledge of estimation and statistical testing.		
LO3	Use the conce	ots of probability and sampling to carry out a Business Research Project.		
LO4	Demonstrate th	Demonstrate the ability to use SPSS to input and interpret data, and to carry out statistical analysis.		
Pre-requis	site learning			
	ecommendations or learning (or a pra	nctical skill) that is recommended before enrolment in this module.		
No recomm	nendations listed			
	ble Modules modules which ha	ve learning outcomes that are too similar to the learning outcomes of this module.		

These are modules which have learning outcomes that are too similar to the learning outcomes of this module.

No incompatible modules listed

### Co-requisite Modules

No Co-requisite modules listed

Requirements
This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.

No requirements listed

### **BUSS H3702: Business Research Methods**

### **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.

• 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.

· 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

Concepts in Samples and Sampling

• 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	30.00%
Project	70.00%

Continuous Assessment					
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date	
Other	SPSS Class Test: Class Test which will require students to set up an SPSS file, input data, and carry out analysis	4	15.00	n/a	
Examination	Statistics Test: Class Test	4	15.00	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	1,2,3,4	70.00	n/a

No Practical

No End of Module Formal Examination



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## Module Workload

Workload: Full Time				
Workload Type	Frequency	Average Weekly Learner Workload		
Lecture	Every Week	1.00		
Practicals	Every Week	1.00		
Independent Learning	Every Week	2.00		
	Total Hours	4.00		