Module Title:	Business Research Methods
Language of Instruction:	English

Credits:	10

NFQ Level:	8

Module Delivered In	No Programmes

Teaching & Learning Strategies:	Lectures - communication of knowledge and ideas from the lecturer to the student. Problem Solving Exercises - student will work individually and in groups to resolve various business research scenarios. Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills. E-Learning - It is envisaged that the module will be supported with on-line learning materials. Practicals – the emphasis on hands-on exploration of data using statistical software will develop statistical reasoning and data analysis skills. Students will be supported by a range of online resources, including how-to videos, interactive multimedia presentations on statistics and relevant e-book chapters. Self-Direct Independent Learning - the emphasis on independent learning will develop a strong and autonomous work and learning practices.

Module Aim:	The aim of this module is to provide students with an understanding of the nature of the research process and what it entails, from the initial stages of finding a research question/hypothesis to the final product of the research project/thesis.

Learning Outcomes
On successful completion of this module the learner should be able to:

LO1	Explain and articulate on all stages of the research process.
LO2	Explain and critique the main research paradigms.
LO3	Evaluate methodological strategies for research projects.
LO4	Evaluate and synthesise business literature and correctly reference using the Harvard Referencing System.
LO5	Explain and critique the various primary data collection methods available to business researchers.
LO6	Analyse, interpret and present data using statistical software (SPSS).

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *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

Module Content & Assessment

Indicative Content
Introduction to Business Research • Definition and purpose of research • Characteristics of a good research project • Research Approaches: Deductive and Inductive • The Research Process • Importance of Business Research
The Research Design • Identifying a research problem: Techniques for generating a research topic and research ideas • Developing a Theoretical Framework • Defining research questions / Hypotheses • Methodological Strategy • What makes a good research proposal? • Writing the research proposal
Writing a Literature Review • The importance of a literature review • Starting a literature search • The Literature Review process
Finding and Collecting Data • Introduction to data collection methods • Variables • Selecting a Sample • Primary and Secondary Data Sources • Qualitative & Quantitative Data Collection Methods (Ethnography, Experiments, The Critical Incident Technique, Diaries, Focus groups, Interviews, Observation and Surveys) • Data Recording & Observations -Ethics in Business Research
E-Research: Internet Research Methods Using websites to collect data: Virtual Ethnography: Qualitative Research using online Focus groups: Quanitative research using on line personal interviews: Online Social Surveys: Ethics in E-Research
Quantitative & Qualitative Data Analysis • How to analyse quantitative data? • Analysing qualitative data (Content Analysis, Repertory Grids, Cognitive Remapping) • Challenges to qualitative data analysis
Report Generation • Structure of a Business Research Report & Dissertation • Writing Style • Referencing (The Harvard System) & Bibliography
SPSS and Statistical Thinking (25%) Using the Data Editor: Data Coding and Entry; Defining Variables; Value labels; Missing values; and, Modifying and recoding data values; Analysing and interpreting data: Frequencies; Descriptive Statistics; Explore and Cross tab procedures; and, Multiple Response Procedures; Exploring Sub-Groups of datasets: Select procedure and the split file procedure; Linear Correlation and Regression; Normal distribution; Confidence Intervals; Introduction to Hypothesis Testing (parametric, non-parametric); Using the Output Editor: Creating and modifying Charts; Changing TableLooks; Exporting tables and charts to other applications; and, Statistical Thinking.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Other	In-Class Assessment	1,2,3,4,5	20.00	Week 24
Essay	Literature Review	4	35.00	Week 12
Other	Research Proposal	1,3,4,5	20.00	Week 20
Other	SPSS Assessments	6	25.00	n/a

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time

Workload Type	Frequency	Average Weekly Learner Workload
Lecture	Every Week	3.00
Independent Learning	Every Week	5.00
Practicals	Every Week	1.00
	Total Hours	9.00

Workload: Part Time

Workload Type	Frequency	Average Weekly Learner Workload
Lecture	Every Week	1.50
Independent Learning Time	Every Week	5.50
	Total Hours	7.00