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

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 *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 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 Concepts in Samples and Sampling
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

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	12 Weeks per Stage	3.00
Independent Learning	15 Weeks per Stage	5.93
	Total Hours	125.00

Workload: Part Time

Workload Type	Frequency	Average Weekly Learner Workload
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