Module Title:	Business Research Methods
Language of Instruction:	English

Credits:	5

NFQ Level:	7

Module Delivered In	No Programmes

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
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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	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

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	1.00
Practicals	Every Week	1.00
Independent Learning	Every Week	2.00
	Total Hours	4.00