RECH H3702: Applied Research Skills

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

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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 - Trianglulation
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 Techiques - 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 Qualitiative 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

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

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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*
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