H8RS: Research Project

Module Code:	H8RS
Long Title	Research Project APPROVED
Title	Research Project
Module Level:	LEVEL 8
EQF Level:	6
EHEA Level:	First Cycle
Credits:	5
Module Coordinator:	COLETTE DARCY
Module Author:	Isabela Da Silva
Departments:	School of Business
Specifications of the qualifications and experience required of staff	

Learning Outcomes	
On successful completion of this module the learner will be able to:	
#	**Learning Outcome Description**
LO1	Demonstrate how to conduct practical research projects and apply business analytic techniques to real world problems.
LO2	Demonstrate an ability to design, prepare and present a research project to support decision making based on data analytics.
LO3	Apply appropriate analytical tools in a methodologically correct, accurate and rigorous manner to analyse data for trends and patterns.
LO4	Critically evaluate and interpret the results of data analysis and derive implications based on data selection and evaluation.
LO5	Identify and investigate appropriate research outputs necessary to improve decision making in business.

Dependencies
Module Recommendations
No recommendations listed
Co-requisite Modules
No Co-requisite modules listed
Entry requirements

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Module Content & Assessment

Indicative Content

Introduction to Business Analysis (Wk 1)
What is data analytics? Types of data analytics and usage in business organisations. Making sense of data and information in a business context.

Introduction to Research (Wk 2 and 3)
What is research? The structure of a research project. Making the most of your research - requirements gathering, presentation and discussion of analysis and findings. The presentation of material within a research project. Ethical considerations in research

Research Methodologies (Wk 4)
Introduction to quantitative and qualitative approaches to research and their appropriateness to a business environment.

Literature Review and using other research sources in business (Wk 5)
Choosing and appropriate search strategy to locate articles, search a database or consult a print index (Library catalog search).

Development of a theoretical framework (Wk 6)
Understanding the role of a theoretical framework as the conceptual basis for understanding, analysing, and designing ways to investigate relationships.

Methodological considerations for Survey/Interview Design (Wk 7& 8)
Requirements analysis and design demands and use of instruments such as survey monkey. Consideration of quantitative and qualitative questions and the implications of their construction.

Survey/Interview Data Analysis (Wk 9 & 10)
Data preparation and reduction (e.g. SPSS), segmentation and classification, text mining (e.g. Nivo), and analysis.

Decision making and Report Writing (Week 11 & 12)
Students will be asked to address the decision created from the output of their research. Appropriate techniques such as conjoint analysis may be used.

Assessment Breakdown	%
Coursework	100.00%

Assessments

Full Time

Coursework

Assessment Type:	Continuous Assessment	% of total:	20
Assessment Date:	n/a	Outcome addressed:	1,2
Non-Marked:	No		

Assessment Description:
Continuous Assessment 1 , will require students to pick 3 or 4 literature pieces relevant to their area of interest. Each student is required to present their literature findings in a 15 minute presentation

Assessment Type:	Continuous Assessment	% of total:	30
Assessment Date:	n/a	Outcome addressed:	3,4,5
Non-Marked:	No		

Assessment Description:
Continuous Assessment 2, will require students to design a survey or interview instrument and outline in detail (question by question) the expected output and data analysis which will be performed on each question. Linkage to the literature is a critical component of this assessment. The student will present this output in report format.

Assessment Type:	Continuous Assessment	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,5
Non-Marked:	No		

Assessment Description:
Continuous Assessment 3 , will require students to submit a final research report. The report will include the elements required for any research project and also a section on reflection and lessons learned. The output of the reflection and lessons learned should produce a section which outlines the student's personal research methodology from which they will be in a position to use as guidance for any research project they wish to undertake as a student or in a professional capacity.

No End of Module Assessment

No Workplace Assessment

Reassessment Requirement

Coursework Only
This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

Reassessment Description
Candidates will attempt the repeat assessment for the module, if they do not successfully pass the module. Learners are required to attempt all assessments attaching to a module. For those modules where all learning outcomes are assessable with a final examination, the student does not have to re-sit failed individual CA components.

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	*Workload Description*	*Hours*	*Frequency*	*Average Weekly Learner Workload*
Lecture	Classroom and demonstrations	2	Every Week	2.00
Lecture	Mentoring and small-group tutoring	1	Every Week	1.00
Directed Learning	Directed e-learning	3	Every Week	3.00
Independent Learning	Independent learning	8	Every Week	8.00
			Total Weekly Contact Hours	6.00

Module Target Workload Hours 0 Hours

Workload: Full Time

Workload Type	*Workload Description*	*Hours*	*Frequency*	*Average Weekly Learner Workload*

Module Resources

Recommended Book Resources

Adams, J. Khan, H.T.A., Raeside, R 2014, Research Methods for Business and Social Science Students, Sage Global.

Cadle, J. Paul, D. & Turner, P. Business Analysis Techniques, British Computer Society.

Paul, D (Editor), Yeates, D. (Editor), Cadle, J. (Editor), Business Analysis, British Informatics Society Ltd.

Punch, K (2014) Introduction to Social Research: Quantitative and Qualitative Approaches, London, 3rd Ed, Sage Publications.

Ghauri, Gronhaug, Strange, (2020) ,Research Methods in Business Studies, Cambridge, Cambridge University Press.

O'Leary, Z (2017) , The Essential Guide to Doing Your Research Project, London, 3rd Ed, Sage Publications.

IIBA, Kevin Brennan (Editor), A Guide to the Business Analysis Body of Knowledge, International Institute of Business Analysis.

The Undergraduate Guide to Online Research, available at: http://www.bestcolleges.com/resources/undergraduate-online-research-guide/.

Supplementary Book Resources

Sanders, M., Lewis, P. & Thornhill, A 2009, Research Methods for Business Students, 5th Ed, Pearson Education Limited UK.

O'Loughlin, E.F.M. 2009, An Introduction to Business Systems Analysis: Problem Solving Techniques and Strategies, The Liffey Press Ireland.

Provost, F. And Fawcett, T. 2013, Data Science for Business: What you need to know about data mining and data-analytic thinking, O'Reilly Media USA.

This module does not have any article/paper resources

Other Resources

[Website], International Institute of Business Analysis,
http://www.iiba.org/

[Website], TED Conferences TED Conferences (iTunes U): Available from iTunes Store (free download) https://www.ted.com/.

[Website], Problem Solving and Decision Making http://www.businessballs.com/problemsolv ing.htm, =.

[Website], Displayed Thinking toolbox http://www.creativethinkingassoc.com.

Discussion Note:	