

H9BRM: Business Research Methods

Module Code:	H9BRM
Long Title	Business Research Methods APPROVED
Title	Business Research Methods
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	10
Module Coordinator:	CORINA SHEERIN
Module Author:	Faye McGinley
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Critically evaluate the importance of business research and analytics in addressing modern business issues and challenges
LO2	Appreciate the individual requirements necessary to function as part of a multi-disciplinary team which is tasked with the planning and development of management solutions.
LO3	Critique and hence apply inquiry skills and best industry practice in order to assess the management issue and hence provide a clear articulation of the key challenge and objectives facing the group.
LO4	Demonstrate a critical understanding of the basic principles of both quantitative and qualitative research methodologies and when to apply these appropriately to live business problems and issues.
LO5	Apply a range of core business and professional skills such as presentation, negotiation and conflict management such that effective management strategies can be developed and defended to both a technical and non-technical audience.
LO6	Demonstrate a mastery of professional writing and presentation skills.
LO7	Evaluate and utilise business research skills gained in this module to prepare a detailed industry practicum proposal.
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			
Business Research in Decision Making • Business Research • The Growth of Analytics • The Strategy Brief • Ethics in Business Research			
Resource Management • Setting Goals & Project Planning • Time Management • Teams- Selecting, Developing, Motivating and Managing • Group Leadership • Group Negotiation • Interaction and Conflict Management • Information and Communication Channels • Planning and Scheduling			
Problem Assessment and Articulation • Understanding the client brief • Developing objectives • Managing client expectations			
Analytics and Quantitative Research • Introduction to Analytics • Descriptive Statistics & Presenting Data in Tables & Charts • Use of Probability Theory and Probability Distributions in Problem Solving • Normal and Non-Normal (Nonparametric) Distribution - The impact of distribution on statistical tool selection • Sampling • Fundamentals of Hypothesis Testing: One-Sample Tests , Two Sample Tests • Simple Linear Regression • Introduction to SPSS			
Qualitative Research • The nature of qualitative research • Ethnography and participant observation • Interviewing • Focus Groups • Language in qualitative research • Secondary sources of data • Qualitative data analysis • Introduction to NVivo			
Research Writing and Presentation • Professional writing style • Professional presentation and pitching • The structure of a research project report • Making the most of your research - presentation and discussion of analysis and findings • Presentation and defence of strategies and recommendations • Ethics Requirements • Bibliography, referencing and appendices			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Assignment 1	% of total:	25
Assessment Date:	n/a	Outcome addressed:	2,3
Non-Marked:	No		
Assessment Description: Students will be randomly assigned into different groups at seminar sessions and provided with small scale business, management or marketing problems/briefs. They will be asked to consider the briefs, articulate the problem and present potential plans as to how to better understand/address the issues within a short timeframe. Groups will be expected to present their findings and pitch their ideas in class.			
Assessment Type:	Assignment 2	% of total:	15
Assessment Date:	n/a	Outcome addressed:	4
Non-Marked:	No		
Assessment Description: Students must complete an individual quantitative based assessment worth 15%.			
Assessment Type:	Assignment 3	% of total:	60
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5,6,7
Non-Marked:	No		
Assessment Description: Project & Pitch Candidates are required to produce a 2,000-4000 word practicum proposal due in March. They are also required to as a group pitch their strategy/idea to a panel of academics as well as industry experts. Their client will also constitute part of the examining panel. As part of the submission process students are required to complete an Ethics Review Form. This is mandatory and failure to do so will result in the group not being allocated a supervisor until such time as it has been completed and approved. Detailed feedback is provided to learners on their proposal and this is forwarded to the group supervisor also.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			

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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	No Description	30	Every Week	30.00
Independent Learning Time	No Description	220	Every Week	220.00
Total Weekly Contact Hours				30.00

Module Resources	
<i>This module does not have any book resources</i>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	