

PRE-REQUISITE(S)

No pre-requisite is required

CREDIT HOURS

3

SYNOPSIS

This module provides students the skills necessary to design and undertake an independent research project via two distinct but interrelated trajectories: First, by learning how to design and conduct research in management related disciplines. Second, through participatory discussion of readings from the business and management literature, students will learn how to critically evaluate research, thus becoming confident consumers of research.

LEARNING OUTCOMES

- Formulate clearly defined research questions.
- Solve a specific research question using a well-designed, appropriate, coherent, and feasible research study with due consideration of research ethics.
- Design a range of different research approaches and methods used to address business- and management-related problems.

TOPICS

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| Topic 1 | Research for business and management <ul style="list-style-type: none">• Appraise the role of research to meet business and management goals in an organisational context• Contrast the purposes of basic and applied research• Introduction to the capstone project: Contrast the features, purposes, audiences and formats of a research paper and a business consultancy report |
| Topic 2 | Navigating the research process <ul style="list-style-type: none">• Describe the main phases of researching and writing a capstone project paper• Explain the iterative, recursive and social nature of research |
| Topic 3 | Paradigms of research <ul style="list-style-type: none">• Contrast the key assumptions behind positivist and interpretivist paradigms and explain how they inform research design and the choice of research methods |

Topic 4	<p>Writing a literature review</p> <ul style="list-style-type: none"> • Evaluate, categorise and critically review a range of relevant literature • Identify research gaps • Construct a conceptual framework
Topic 5	<p>Developing and aligning a problem statement, research questions and hypotheses</p> <ul style="list-style-type: none"> • Construct a problem statement motivated by a research goal and informed by the literature and justify its significance • Formulate focused and researchable research questions and associated hypotheses or propositions • Define the meaning of a variable and distinguish between independent, dependent, mediating and moderating variables
Topic 6	<p>Research design</p> <ul style="list-style-type: none"> • Evaluate different research strategies: case study, grounded theory, experiment, action research, mixed mode approaches
Topic 7	<p>Gathering data: Quantitative and qualitative methods</p> <ul style="list-style-type: none"> • Evaluate different sampling techniques with respect to different types of research questions and contexts • Identify and select a research instrument that is reliable, valid and appropriate for the research question being posed • Evaluate and contrast the purposes of different data collection methods: questionnaires, interviewing, ethnography, focus groups, observation, documentary analysis
Topic 8	<p>Making sense of data: Analysis and interpretation</p> <ul style="list-style-type: none"> • Derive basic descriptive and inferential statistics from quantitative data • Select an appropriate statistical technique to test a hypothesis • Describe the steps involved in coding qualitative data • Interpret meaning derived from research findings to inform, challenge, or expand existing theory
Topic 9	<p>The research proposal: Explaining and justifying your research study</p> <ul style="list-style-type: none"> • Explain the purpose of a research proposal and contrast it against that of a dissertation or consultancy report • Compose and present a well-structured research proposal that argues the significance and feasibility of the study
Topic 10	<p>The ethics and politics of research</p> <ul style="list-style-type: none"> • Explain why obtaining informed consent is key to minimising the risk of harm to human subjects • Distinguish between anonymity, confidentiality and privacy and explain the need to ensure these • Explain how power relations underlie the research enterprise and how being reflexive about the positionality of the researcher helps mitigate threats to validity

ASSESSMENT DETAILS

Continuous Assessment	%
Quizzes and Class Participation	10
Reading Reflections	20
Individual Assignment: Basic Statistical Analysis of Survey Data	20
Group Assignment: Interview/Focus Group Exercise (10%) and Coding Exercise (10%)	20
Final Assessment	%
Project Proposal	20
Proposal Presentation	10

PRESCRIBED TEXT

Main:

Schindler, P. (2019). Business Research Methods. New York: McGraw-Hill Education.

O'Leary, Z. (2017). The essential guide to doing your research project (3rd ed.). London: SAGE Publications.

Kumar, R. (2019). Research methodology: A step-by-step guide for beginners (5th ed.). London: SAGE Publications.

Additional References:

Gray, D. E. (2020). Doing research in the business world. London: SAGE Publications.

Creswell, J. W. (2018). Research design: Qualitative, quantitative, and mixed methods approaches (5th ed.). Thousand Oaks, CA: SAGE Publications.

Seidman, I. (2019). Interviewing as qualitative research: A guide for researchers in education and the social sciences (5th ed.). New York and London: Teachers College Press.