Academic Year: 2014-2015

MODULE CODE: RBP020L003S
MODULE TITLE: MANAGEMENT RESEARCH METHODS

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ASSESSMENT DETAILS
Coursework (50%)
Three (out of four possible) assignments following the workshops

Exam (50%)
The two-hour exam consist of three parts, one multiple choice part, knowledge questions and a case study

Learning Compact

For all taught modules Roehampton requires a learning compact with responsibilities for tutors and students. This sets out general rights and responsibilities.

1. The module convener will issue every student enrolling on that module with a booklet describing the nature and demands of the module, including:
    - a calendar of all classes involved in the module and a week-by-week list of the topics to be covered by the modules;
    - a list of required preparation for each week;
    - a description of the assessment criteria to be used during the module;
    - a statement of the nature, pattern and timing of the assessment;
    - a list of the dates by which all assignments must be submitted and details of the process for doing this;
    - a list of the dates by which each assignment will be returned to the students and details of the process for doing this;
    - a final date for collection of coursework by students, after which return cannot be guaranteed.

2. A register will be kept of attendance, and submission and return of all assignments for all modules.

3. Students are expected to:
    - participate fully in the learning process;
    - attend all classes and arranged tutorials;
    - provide the tutor with an explanation of enforced absences;
    - hand all coursework assignments in on time in accordance with published procedures;
    - attend all examinations at the published time and venue;
    - complete 100 hours of study (including assessed work and timetabled activities) for each 10-credit module (200 hours for 20 credits, 300 hours for 30 credits, 400 hours for 40 credits);
    - regularly check their communication channels (e.g. notice boards, StudyZone Moodle, e-mails);
    - up-date their records with the University and the Business School

MODULE RATIONALE

This module aims to give the students an understanding of quantitative and qualitative research methods in business. The module is commenced before the dissertation to provide the essential transferable research skills required to succeed in a Masters level dissertation in business. It is a compulsory module and is a pre-requisite for your dissertation.

The student will be equipped to undertake work with the class exercises and individual assignments at Masters Level, and to complete an individual research dissertation with a business focus as a major component of the MBA programme, or a specific speciality as a major component of the MSc Programme. This module includes the essential theory and methods of qualitative and quantitative approaches, descriptive and inferential statistics, applied to the analysis of research data. A deliberate decision has been made in the design of the programme to include the necessary statistical work in the modules where there are immediate applications, rather than cover this area of knowledge in a single module. This avoids the danger of quantitative analysis becoming detached from the rest of the programme.

Please note that students join the Masters programmes with a wide variety of previous experience in research methods. The aim of this module is to ensure that everyone leaves with the basic competences that they need to complete a dissertation at Masters level as well as an understanding of management research. Those students whose undergraduate degree contained a significant element of research methods may find that we are repeating material that they already know. We are very happy to provide additional reading and materials for those who wish to stretch themselves further.

LEARNING OUTCOMES

Students who successfully complete this module will be able to:

1. critically evaluate the methods and results of published research as a basis for management decision-making;
2. design and implement management research projects drawing on relevant data sources, research strategies and methods;
3. design and execute appropriate research instruments (e.g. questionnaires, interview schedules) and
4. apply statistical methods to analyse data, using appropriate software (e.g. Qualtrics, NVivo, SPSS).

TEACHING PROGRAMME

In general the teaching programme covers following areas:
   A. The roles and characteristics of business and management research. Ethical issues in research.
   B. Qualitative and quantitative research in business and management research.

C. Literature searches; developing a bibliography and references; literature reviews.
D. Planning and designing a research project: problem definition, research objectives, research methodology and strategies, reporting and interpreting results.
E. Working with secondary data: sources, applications, advantages and disadvantages
F. Methods of collecting primary qualitative data: structured, semi-structured and unstructured interviewing, case studies, focus groups.
G. Methods of collecting primary quantitative data: planning and carrying out a survey; sampling methods; questionnaire design, experiments.
H. Methods of analysing quantitative data: Application of statistical techniques for data analysis; descriptive and inferential statistics; hypothesis testing theory and methods; interpretation and evaluation of results.
I. Introduction to statistical packages to programme a questionnaire (Qualtrics), to perform quantitative data analysis (SPSS), or the analysis of qualitative data (NVivo).
J. Writing and presentation skills for management research.

WEEKLY SCHEDULE

Week	Date	Spring Term 2015	Reading
		Lecture / Seminars	
13	05 Jan 15	Reading Week	
14 (1)	14 Jan 15	**Lecture** (2-4.30pm): Introducing management research, its philosophies and ethical considerations.	**Reading**: Easterby-Smith et al., chapter 2 & 4
15 (2)	21 Jan 15	**Lecture (2-3.30):** Literature research, databases, using and citing academic literature and plagiarism. **Workshop (4-6pm):** Searching for academic literature, organising yourself **Assignment 1**: Literature research, referencing and developing a mind map on a chosen (dissertation) topic **Submission deadline**: 04.02.2015, 2.00pm	**Reading**: Easterby-Smith et al., chapter 5
16 (3)	28 Jan 15	**Lecture (2-4.30pm):** Data sources, qualitative and quantitative research, experiments and research design: Fitting the right type of research design to certain questions	**Reading**: Easterby-Smith et al., chapter 3
17 (4)	04 Feb 15	**Lecture (2-4.30pm):** Introduction to qualitative research and creation of qualitative data (interviewing, group and individual).	**Reading**: Easterby-Smith et al., chapter 6
18 (5)	11 Feb 15	**Lecture (2-4.30pm):** Approaches to analyse qualitative data.	**Reading**: Easterby-Smith et al., chapter 7
19 (6)	18 Feb 15	**Lecture (2-3.30):** Software packages for analysing interview data: Introduction to NVivo **Workshop (4-6pm)**: NVivo practical session **Assignment 2**: Perform an analysis in NVivo **Submission deadline**: 04.03.2015, 2.00pm	**Reading**: Familiarize yourself with the NVivo Manual (see link in reading list)

20 (7)	25 Feb 15	**Lecture (2-4.30pm):** Measurement in social science and questionnaire design	**Reading:** Easterby-Smith et al., chapter 8
21 (8)	04 Mar 15	**Lecture (2-3.30):** Survey implementation and sampling **Workshop (4-6pm):** Programming a questionnaire in Qualtrics and preparing the data collection **Assignment 3:** Programme your questionnaire in Qualtrics **Submission deadline:** 18.03.2015, 2.00pm	**Reading:** Familiarize yourself with the Qualtrics Manual (see link in Reading section)
22 (9)	11 Mar 15	**Lecture (2-3.30):** Quantitative data and descriptive statistics **Workshop (4-6pm):** Data entry and performing some descriptive analysis in SPSS	**Reading:** Familiarize yourself with the SPSS Core System User Guide (see link in Reading section)
23 (10)	18 Mar 15	**Lecture (2-3.30):** Inferential statistics using SPSS **Workshop (4-6pm):** Data entry and performing some inferential statistics in SPSS **Assignment 4:** Perform an analysis in SPSS **Submission deadline:** 20.04.2015, 2.00pm	**Reading:** Familiarize yourself with the SPSS Core System User Guide (see link in Reading section)
24 (11)	25 Mar 15	**Lecture (2-4.30pm):** Exam preparation session and wrap up.	All lecture slides and accompanying material
25 (12)		Consultation Week and Exam Prep	
26 (13)		Examination Period	

Lecture and workshop sessions: We have lecture sessions, which last from 2.00-4.30 or when followed by a workshop from 2.00-3.30.

The workshop sessions (4.00-6.00) give us an extended period to develop and give you practice of core skills, in particular working with the relevant software (NVivo, Qualtrics, SPSS). They are to apply what we learned during the lectures. You are expected to attend all the sessions.

Lecture material: Lecture slides or material will be uploaded on moodle in advance of the lecture. Please print the slides and bring them to the lecture to make notes on them. "Just listening" is not a very effective way to follow a lecture and does not allow you to optimally prepare for the exam weeks later.

Readings: The readings will make is easier to follow the lecture, since then you already have had some exposure to the topic before the lecture. The main book is just a starting point, feel free to take any additional book on research methods that you feel supports you in understanding the content of the lecture.

ASSESSMENT

PART 1: Coursework: Assignments following the workshops (50%)
Content: You will be required to write an assignment of **three** of the **four workshops**:
1. Your work in each workshop:

a. Reference list and mind map of literature. (Assignment 1)
b. NVivo analysis of interview. (Assignment 2)
c. Developing and programming a questionnaire. (Assignment 3)
d. Perform some inferential statistic analysis in SPSS. (Assignment 4)

2. You should submit a max. 1000-word assignment explaining your approach to the answer of the assignment task or interpreting the results of the analysis. The max. 1000 words are excluding the reference list (Assignment 1), tables (Assignment 2 and 4) and the questionnaire items (Assignment 3). Each assignment will have separate instructions.

Marking grid:
- Each of your submissions will be weighted equally
- In each section:
  - Half of the marks for correctly performing the task (e.g. the mindmap, the NVivo analysis, the Questionnaire, the SPSS task).
  - Half of the marks for the explanation, interpretation of the above tasks (e.g. just showing the mindmap/NVivo output/ SPSS table is not enough, but interpreting the output, explaining what this analysis is for, etc.).

Please note that you will need to attend the workshop to complete the assignment, you will need to perform the tasks individually and you need to stay within the word limit.

PART 2: Examination (50%)
This will be a two-hour examination. It will have three sections:
- Section A: Multiple choice (25%)
- Section B: Short answers (25%)
- Section C: Case study requiring short answer responses (50%)

You will be required to attempt all questions.
An example of an old exam will be posted on Study Zone and will be discussed in the last session.
Multiple choice quizzes will also be made available on Study Zone.

FEEDBACK

Tutors aim to provide feedback within 20 working days from the hand-in date.

ASSIGNMENT SUBMISSION

- The Business School requires a digital version of all assignment submissions. These must be submitted via Turnitin on the module's Moodle site. They must be submitted as a Word file (not as a pdf) and must not include scanned in text or text boxes. They must be submitted by 2pm on the given date.
- Please remember if you submit a draft copy of your work via Turnitin before the due date and time, and you then try and submit a revised copy after the deadline, Turnitin will not accept this. It is extremely important that you submit your final piece of work on time.

Remember too that it can take 24 hours to get your Similarity Index report back from Turnitin, so do take this into account when planning your work.

- Never hand assignments to tutors, or put in staff mailboxes, or submit by email or fax.
- If you do not meet this 2pm deadline and you have mitigating circumstances, you will need to follow the Mitigating Circumstances procedures and provide the necessary documentary evidence. If the mitigating circumstances are accepted, the mark will be entered on to the grade sheet without penalty. If the mitigating circumstances are rejected, or there are no mitigating circumstances to consider, the mark will be penalised as described below.
- Work submitted up to seven calendar days after the deadline will be marked, and feedback will be provided in the normal way. However, the formal mark for the piece of work which goes forward to the gradesheet will be capped at a bare pass (40%). Work submitted more than seven calendar days after the deadline will not be marked and the formal mark for the piece of work which goes forward to the gradesheet will be zero. No work will be considered if it is handed in after the lecturer has marked and returned the feedback to students.
- Failure to attend any in-class test or exam will be treated as a non-submission.
- Computer/printer failure will not be accepted as a reason for late submission.
- You should save a copy of your submitted coursework. You are advised to keep notes and a back-up disk when working on any assignment.
- Coursework marks / feedback will be supplied by tutors on the date shown in the module booklet.

The module lecturers aim to provide all students with advice and guidance in the preparation of coursework and may comment on outlines or plans submitted, but will not predict the final assessment. Their role is not to read or comment on fully written essays/assignments prior to submission. For further general details on coursework preparation refer to the online information via StudentZone.   When the work is returned and assessed, a student will receive full formal written feedback with the opportunity to seek a tutorial for further clarification, if necessary.

The university subscribes to Turnitin Software. This is an online plagiarism detection service that enables electronic comparison of students' work against Internet sources and other students' work held on the Turnitin UK database. It is available to both staff and students via Moodle. Students can access it as a learning tool via the Moodle Student Support site. More details can be found on the "Academic Skills Development" module on Moodle.

Please be aware that **every submission will be scanned for plagiarism** using this software, so ensure that you are aware of what constitutes plagiarism and how to avoid it. If you are in any doubt about submission requirements or whether your work could be considered as plagiarised, please contact your module tutor before the hand-in date for clarification.

WORD COUNT

Students need to state the word count at the end of the assignment. 10% over the stated word count is permitted without penalty. If students go beyond this, then there is a penalty of 5 marks for every additional 10% beyond the word count with a maximum of a 15 mark penalty reduction. The word count includes the Abstract or Executive Summary and all in-text citations. The word count excludes the Bibliography and Appendices. Please note that Appendices should only include supplementary information. There is no specific penalty for submitting a piece which is below the

word count, but please note that shorter submissions are likely to attract poorer grades, particularly where they lack the necessary depth of analysis.

READING LIST:

Essential Texts:
- Easterby-Smith, M., Thorpe, R. and Jackson, P. (2012) Management Research (4th edition), London: Sage.

Indicative Web Sites
NVivo

- **Website**: http://www.qsrinternational.com/products_nvivo.aspx
- **Manual**: http://download.qsrinternational.com/Document/NVivo10/NVivo10-Getting-Started-Guide.pdf

Qualtrics

- **Website**: http://www.qualtrics.com
- **Manual**: http://success.qualtrics.com/rs/qualtrics/images/How%20To%20-%20A%20Guide%20to%20Using%20Qualtrics%20Research%20Suite.pdf

SPSS

- **Website**: http://www-01.ibm.com/software/analytics/spss/
- **Manual**: ftp://public.dhe.ibm.com/software/analytics/spss/documentation/statistics/22.0/en/client/Manuals/IBM_SPSS_Statistics_Core_System_User_Guide.pdf

Resource Lists

Please see the StudyZone Moodle site for a complete resource list for this module. Or type the module name into http://resourcelists.roehampton.ac.uk/index.html