

Business Research

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| Module Code | BR | NQF level: | 7 |
| Credit Value | 10 | Study duration: | 6 weeks |

Module description:

This module provides students with the appropriate foundations for carrying out the research that will form the basis of their MBA Project. Drawing on both qualitative and quantitative approaches, the module will encourage students to think about key issues of method, research design and analysis.

This module aims to:

- provide an understanding of the methods and methodology of research in the fields of accounting, finance and management studies;
- develop and demonstrate the requisite skills necessary to undertake research in management and accounting and finance;
- situate this research in its broader social, economic and ethical context.

Learning outcomes

On completion of this module, students will be able to:

- appreciate the ways in which business research is located in the broader corpus of the social sciences;
- demonstrate a critical understanding of the principles and techniques of research method and design;
- identify, understand, and apply a range of research methods and tools;
- draw on current research and advanced scholarship to identify and develop relevant research question(s);
- evaluate, select and apply research perspectives and methodologies appropriate to particular research questions.

Syllabus

- Orientation and Introduction
- Research Paradigms
- Research Design and Data Collection Methods
- Introduction to Case Study Research
- Introduction to Mathematics
- Introduction to Statistics
- Applications Using Excel
- Introduction to Big Data
- Briefing on MBA Project Proposal

Learning and teaching methods

This module will be delivered by learning materials provided on the learning platform supplemented by readings. Students also have access to a series of 'Listen Again' lectures recorded on campus by Essex Business teaching staff. Tutor support will be available to students via phone, email, and weekly live seminar sessions. Each seminar revolves around a subject case study which links to the same resources used by students in the on-campus programme.

| Description of unit of assessment | Length/Duration | Submission Date | Weighting |
|-----------------------------------|-----------------|-------------------------|-----------|
| End of Module Project | 2,500 words | End of Unit 6 | 70% |
| Discussion Forums x 2 | Up to 10 posts | End of Units 2 and 4 | 20% |
| Individual Reflective Journal | 3 entries | End of Units 2, 4 and 6 | 10% |