1. **Title of the module**

BUSN9077 (CB9077): Business Research Methods

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 7

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn and Spring

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

MSc International Accounting

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**
   1. demonstrate comprehensive understanding of the principles underlying the use of the various statistical techniques and their limitations
   2. demonstrate strong numeracy and quantitative skills in the selection of appropriate techniques and application
   3. use subject knowledge to critically assess the strengths and weaknesses of different qualitative research approaches used in management and organisation research
   4. comprehensively understand and make use of a range of qualitative data analysis approaches
   5. distinguish between different optimisation and forecasting techniques and critically examine how these are applicable within the accounting decision making process
2. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 demonstrate critical thinking and problem solving

9.2 select, organise, develop and synthesise complex material

9.3 identify and apply appropriate research methods (quantitative or qualitative) to independent research

9.4 research and work effectively with minimal supervision

9.5 conduct and communicate research effectively as appropriate

1. **A synopsis of the curriculum**

This module introduces and develops techniques for advanced independent research. Topics may include:

* Identifying, evaluating and applying qualitative and/or quantitative research methods
* Identifying current appropriate research areas in accounting
* Analysing and applying research literature
* Structuring a research project
* Identifying and writing sections of a business research report
* Developing a research question

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Beattie, V., Ryan, B., Scappen, R. W. and Theobald, M. (2002), *Research Methods and Methodology in Finance and Accounting*, Cengage Learning

Bryman, A. and Bell, E. (2006) *Business Research Methods*, Oxford: Oxford University Press

Blumberg, B., Cooper, D.R., and P.S. Schindler (2008), *Business Research Methods*, 2nd European Ed, McGraw Hill

1. **Learning and teaching methods**

Total contact hours: 12

Private study hours: 138

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Business Report Proposal (1000 words) (100%).

13.2 Reassessment methods

Reassessment Instrument: 100% coursework.

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 9.1 | 9.2 | 9.3 | 9.4 |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |
| Lectures | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Independent study | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |
| Business Report Proposal | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

Accounting is an international language and associated quantitative techniques will reflect this. The intended learning outcomes are applicable worldwide as part of the universal principles of Finance. With regard to subject content, the material within the syllabus has been developed for use within an international educational setting for students who will apply the theories of Accounting in a wide range of international contexts. The reading list also has references to international research. Our international teaching team is also diverse and international. Our support for students in KBS is also internationally attuned, given our international student body.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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Revised FSO Jan 2018