1. **Title of the module**
   Introduction to Research (double) – PRSN4105

2. **School or partner institution which will be responsible for management of the module**
   Pearson College London

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

4. **The number of credits and the ECTS value which the module represents**
   30 credits (15 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**
   This module can be run in any term: Autumn, Spring or Summer

6. **Prerequisite and co-requisite modules**
   None

7. **The programmes of study to which the module contributes**
   - BA (Hons) Business Management – option module
   - BA (Hons) Business Management with Entrepreneurship – option module
   - BA (Hons) Business Management with Finance – option module
   - BA (Hons) Business Management with Global Industries – option module
   - BA (Hons) Business Management with Law – option module
   - BA (Hons) Business Management with Marketing – option module
   - BA (Hons) Applied Business Management – core module

8. **The intended subject specific learning outcomes.**
   On successfully completing the module students will be able to:
   - Demonstrate a good understanding of the main research methods and techniques used in academic and commercial business research
   - Understand how to formulate a research specification and conduct research using different sources and methodologies
   - Understand and apply the Harvard School of referencing model when presenting academic research
   - Undertake a business research proposal, either in an academic or commercial setting
   - Ensure appropriate levels of reliability, validity and generalizability within their own research
   - Present research findings in the form of a research project
   - Demonstrate the ability to learn independently and proactively
9. **The intended generic learning outcomes.**

On successfully completing the module students will be able to:

9.1 Work autonomously and independently on projects with guidance from others, taking responsibility for their own work and learning.

9.2 Work under pressure, producing set outputs within a definite time-limited period with minimal access to external resources.

9.3 Communicate qualitative and quantitative information and ideas accurately and reliably with structured and coherent arguments.

9.4 Evaluate and interpret qualitative and quantitative data.

10. **A synopsis of the curriculum**

**Module Aims**

This module aims to provide students with a solid introduction to the main qualitative and quantitative research techniques used in both academic and commercial business research. Its primary role is to prepare them for undertaking a business research project, whether in a university or business setting, helping them to appreciate the importance of ideas such as reliability, validity and generalizability for ensuring that research is of a good quality. The module will also equip students with some ability at critically assessing the quality of research outputs of others.

**Overview**

The following topics will be covered:

1. The purpose of business and management research
2. Formulating a research topic; Understanding research approaches (the research onion)
3. Negotiating Access; Research Ethics; Selecting Samples
4. Using secondary data
5. Collecting data through observation
6. Collecting data through semi-structured interviews
7. Collecting data through questionnaires
8. An introduction to analysing qualitative data
9. An introduction to analysing quantitative data
10. Writing a research report

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

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12. Learning and Teaching methods

For full details please see the teaching and learning strategy in the programme specification.

Students study this module partly through a mentored independent model. This comprises of a combination of 2 x face to face lectures at the beginning and halfway point of the course, and 10 x online workshops.

Scheduled Hours: 12
Placement Hours: 00
Independent Study Hours: 288
Total Study Hours: 300

13. Assessment methods.

This module will be assessed through:

- a research project proposal of 1,800 words (30% of overall grade)
- a portfolio document of up to 2,000 words demonstrating a range of research skills applied to a research project proposal in the form of an appendix (40% of overall grade)
- a full research project report with a maximum length of 1,800 words (30% of overall grade).

A student must pass both assessments in order to pass the module.

Other alternative forms of assessment may be developed for resits.

14. Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)
## Module Specification

<table>
<thead>
<tr>
<th>Module learning outcome</th>
<th>8.1</th>
<th>8.2</th>
<th>8.3</th>
<th>8.4</th>
<th>8.5</th>
<th>8.6</th>
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<th>9.2</th>
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<tbody>
<tr>
<td>Learning/teaching method</td>
<td>Hours allocated</td>
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15. Pearson College London recognises and has embedded the expectations of current disability equality legislation, and supports students with a declared disability or special educational need in its teaching.

Within this module we will make reasonable adjustments wherever necessary, including additional or substitute materials, teaching modes or assessment methods for students who have declared and discussed their learning support needs. Arrangements for students with declared disabilities will be made on an individual basis, in consultation with the College’s Registry which oversees disability/dyslexia student support, and specialist support will be provided where needed.

16. Campus(es) or Centre(s) where module will be delivered:

Pearson College London
If the module is part of a programme in a Partner College or Validated Institution, please complete sections 17 and 18. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.

17. **Partner College/Validated Institution:**
   Pearson College London

18. **University School responsible for the programme:**
   Kent Business School

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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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<tr>
<th>Date approved</th>
<th>Major/minor revision</th>
<th>Start date of the delivery of revised version</th>
<th>Section revised</th>
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Module Specification Template (September 2015)