

Module code 4073	Module title Research Methods ME	Module leader Adnan Koucher
Module level 7	Module credits 7.5	Pre-requisites None
Minimum study time 75	Contact hours within study time 20	Teaching period: August - Dec
<p>The module has three objectives. Firstly, it presents and develops fundamental quantitative and qualitative techniques relevant to business, including descriptive statistics and basic forecasting principles. Secondly, it evaluates critically these techniques. Thirdly, it illustrates the applicability and limitations of the techniques to solve problems in a business context. Extensive use is made of computer packages and databases. The idea of research should be placed in a wide frame; emphasis will be less on mathematical procedures than on the approach in different types of research. Research is concerned with the systematic and objective collection, analysis and evaluation of information on specific aspects of marketing and logistics problems in order to help management make effective decisions.</p> <p>Module outcomes: Students will be able to:</p> <ul style="list-style-type: none"> ▪ Understand the demands and requirements of a Masters Dissertation (A2) (B5) (C6). ▪ Prepare a research proposal (B2) (B1) (B4) (C3) (C4) (C6) (D3) (D4) (D5). ▪ Have an understanding of research methodology in order to develop a sound research strategy (A2) (A2). ▪ Critically appraise literature (B2) (C4) (D3). 		
Assessment	Description	Weighting
Coursework	Project proposal	100%
<p>Key texts (students should be familiar with the content of at least one of the following): SAUNDERS, M., LEWIS, P and THORNHILL, A. (2000). <i>Research Methods for Business Students</i>. 2nd Edition. Pearson Education.</p> <p>Greenfield, T. (2002). <i>Research Methods for Postgraduates</i>. 2nd Ed. Arnold, London.</p> <p>Silverman, D. (2000). <i>Doing Qualitative Research: a practical handbook</i>. Sage, London.</p>		