

ROYAL AGRICULTURAL COLLEGE MODULAR SCHEME

Sheet updated: September 2011

Module Code 4091	Module Title Research Methodology	Module Leader Rita Walsh
School which owns module	School of Business	
Programme(s) to which module belongs	MA Business Management (core)	
Module Level 7	Module Credits 15	Pre-Requisites None
Minimum Study Time 150 hours	Contact Hours within Study Time 30	Teaching Period October - March
Module Content Types of data (counts and measures), scales of measurement, concept of sampling, frequency distribution, normality and non-normality, presentation of data. Descriptive statistics. Statistical tests and associations between categories and variables. Forming a research proposal. Reviewing the literature. Surveys. Qualitative and quantitative research methods. Qualitative interviewing and observation methods. Case study approach. Writing up and presentation of research findings.		
Module Outcomes To achieve credit for this module, students must be able to: <ol style="list-style-type: none"> 1. Exhibit autonomy in the learning process. 2. Design a research proposal in order to answer a research question/hypothesis. 3. Apply appropriate qualitative and quantitative techniques to data, to draw conclusions and present material in an appropriate format. 4. Critically appraise literature from a variety of sources. 		
Assessment	Description	Weighting
Coursework	Project proposal	50%
	Critical review of a research paper	50%
Key Texts: Students should be familiar with the content of at least one of the following: Byman, A. and Bell, E. (2011). <i>Business Research Methods</i> . (3 rd edition). Oxford University Press. Cresswell, J.W. (2009). <i>Research Design: Qualitative, Quantitative and Mixed Method Approaches</i> . (3 rd edition). Sage Publications.		