

MODULE DESCRIPTOR

TITLE	METHODS OF ENQUIRY: RESEARCH AND CONSULTANCY IN FINANCE			
SI MODULE CODE	25-7A04-00S/N			
CREDITS	15			
LEVEL	7			
JACS CODE	N300 - Finance			
SUBJECT GROUP	FINANCIAL ACCOUNTING & MANAGEMENT ACCOUNTING - SBS			
DEPARTMENT	Finance, Accounting and Business Systems			
MODULE LEADER	Trevor Hassall			
NOTIONAL STUDY HOURS BY TYPE	Tutor-led	Tutor-directed	Self-directed	Total Hours
	30	60	60	150

MODULE AIM(S)

To introduce students to the nature of research and consultancy and to give them an overview of the processes involved.

To introduce core academic skills such as presentation skills, report writing and critical evaluation.

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to

- Evaluate the epistemological and ontological differences between different research methodologies
- Evaluate the strengths and weaknesses of a variety of research methods and identify appropriate methods related to specific research objectives.
- Analyse the main research issues that need to be considered when preparing quantitative and qualitative data for analysis.
- Critically examine and evaluate published research, especially in the field of finance.
- Critically evaluate the relationship between the research activity and research methodologies and their implications in the processes of consultancy.
- Develop the personal skills and qualities necessary for you to successfully undertake research and consultancy.

INDICATIVE CONTENT

These are examples of the content of the module

- Discussion of the language of research: Epistemology and ontology
- Stages in the research process
- Issues around methodology
- The role of theory in research methods: Induction and deduction
- Experimental or classical approach to research
- Ethnography, theory and practice
- The case study approach
- Surveys and questionnaires
- Action research
- Data analysis: qualitative and quantitative.
- Use of statistical packages to analyse data; financial models.
- Dissemination of findings
- Theoretical framework of consultancy
- Relationships between research and consultancy

LEARNING AND TEACHING METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

These are the main ways you will be supported in your learning to achieve these outcomes:

- You will be provided with a detailed module learning scheme. This will include a programme topic outline with relevant reading for each topic,
- You will be given lecture inputs by tutors in which keynote ideas and themes will be introduced.
- Student led seminars will enable students to develop presentational skills and the ability to respond to critical analysis of their work by peers and lecturing staff.
- Student analysis of published research and consultancy material will facilitate critical debate in the sessions
- Assignments will allow you to demonstrate the knowledge and skills you have developed.

ASSESSMENT STRATEGY AND METHODS

In the individual written coursework you will be able to demonstrate:

- Evaluation of the epistemological and ontological differences between the different research methodologies.
- Evaluation of the strengths and weaknesses of a variety of research methods and identify appropriate methods related to specific research objectives.
- Analysis of the main research issues that need to be considered when preparing quantitative and qualitative data for analysis.
- Critically examination and evaluation of published research

In the group presentation you will be able to demonstrate:

- Critically evaluation of the relationship between research activity and research methodologies and their implications in the process of consultancy.

TABLE A: ASSESSMENT TASK INFORMATION

ASSESSMENT TASK	% weighting of overall module mark	Duration of task / word count / length of exam	In-module retrieval available?	Individual task pass mark ONLY IF OVER 40%**
Individual written coursework	70%	3,000 words	No	
Group presentation	30%	30 minutes	No	

TABLE B: REASSESSMENT TASK INFORMATION

ASSESSMENT TASK	% weighting of overall module mark	Duration of task / word count / length of exam	Individual task pass mark ONLY IF OVER 40%**
Individual written coursework based on student selected research papers		3,000 words	

Task No.	Task Description	Task Type	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Individual written	Coursework	70	3000	No

	coursework				
2	Group presentation	Group Activity	30	1500 equivalent	No

ASSESSMENT CRITERIA

Individual written coursework

Assessment criteria		40-49%	50-59%	60-69%	70%+
Evaluate the epistemological and ontological differences between the different research methodologies.	Evaluation of the epistemological and ontological difference is low with a lack of awareness of the significance of epistemological and ontological issues.	Evaluation is acceptable and demonstrates a fair understanding of the significance of epistemological and ontological issues.	Good evaluation and clearly demonstrates a good understanding of the significance of epistemological and ontological issues.	A reflective evaluation of the epistemological and ontological differences and makes a considerable contribution to the debate.	There is a thorough and insightful evaluation of epistemological and ontological issues in research and an ability to make a significant contribution to the debate.
Evaluate the strengths and weaknesses of a variety of research methods and identify appropriate methods related to specific research objectives.	Limited evaluation of the different methods and their implications in the research activity.	Evaluation is acceptable and there is a reasonable link between research methods and objectives.	Demonstrable evaluation of and ability in the application of research methods in qualitative and quantitative paradigms.	Very good evaluation of and creative application of methods in relation to research objectives.	Thorough and insightful capability in the critical and reflexive application of research methods in a situationally appropriate manner.
Analyse the main research issues that need to be considered when preparing quantitative and qualitative data for analysis.	Limited analysis of the issues and low analytical capability in preparing and analysing data.	Analysis is acceptable and there is reasonable analytical ability in preparing and analysing data.	Competent level of analysis in both the preparation and analysis of data that shows an ability to use the data in a rigorous manner.	Clear and well argued with a very competent level of analysis.	Thorough and reflexive insight into the issues involved in the preparation and analysis of data
Critically examine and evaluate published research	Little evidence of ability to go beyond a descriptive account of the published research.	Some critical examination and evaluation of the published research.	Clear evidence of ability to understand the underpinnings of the methodology applied and methods used in the research and their relationship.	A well developed and reflective examination and evaluation of the published literature which demonstrates an ability to critically review published academic material.	Thorough and creative critical understanding of the published research that shows understanding of the strengths and weaknesses of the original piece of work.

Group presentation

Assessment criteria		40-49%	50-59%	60-69%	70%+
Evaluate the different underpinning theories of consultancy and their implications in interventions from a consultant and client perspective.	Limited evaluation of the nature of consultancy and its appropriateness and inappropriateness in organisational situations.	Acceptable evaluation of the nature of consultancy and its implications from a consultant and client perspective.	Clear evidence of evaluation and implications of interventions for both clients and consultants.	Critical awareness of underpinning theories of consultancy and well argued understanding of implications of interventions from a consultant and client perspective.	Thoughtful and reflexive evaluation of the nature of consultancy and the ways in which both consultants and clients can be effective or counterproductive in the consultancy relationship.
Critically evaluate the relationship between research activity and research methodologies and their implications in the process of consultancy.	Limited evaluation of the relationship between research methodologies and their implications for the process of consultancy.	Acceptable evaluation of the relationship between research methodologies and their implications for the process of consultancy.	A clear evaluation of the relationship between research and consultancy such that there is a distinction made, and similarities identified, between research and consultancy in different situations.	Critical awareness of the relationship between research and consultancy and well argued distinction made, and similarities identified, between research and consultancy in different situations	A critical and reflexive evaluation of the relationship between research activities and methodologies and their implications for the process of consultancy.

FEEDBACK

Students will receive feedback on their performance in the following ways

- You will receive written feedback on each part of the summative assessment within three weeks of the submission deadline.
- You will receive formative guidance on the skills required will be provided through tutor and peer evaluation of student led seminars which take place during the delivery of the module.
- You will receive formative feedback prior to undertaking the summative assessment.

LEARNING RESOURCES (INCLUDING READING LISTS)

- You will be required to make extensive use of the library information database to access appropriate online research and consultancy journal articles covering both methodology and relevant subject issues.
- Use will also be made of internet sites and software which provide financial and statistical data. Statistical packages will be used to analyse data.
- Online databases, highlighted in other module outlines on the programme, can be used to inform the technical nature of the research topic.
- Reference will also be made to relevant textbooks, for example:

Collis J and Hussey R (2003) "Business Research", Palgrave Macmillan, London.

Gill J and Johnson P (2002), Research Methods for Managers, Paul Chapman Publishing, 3rd Edition.

Smith M (2003) "Research Methods in Accounting", Sage, London.

Block P (2000), Flawless Consulting: a guide to getting your expertise used, Jossey-Bass Pfeiffer, 2nd Edition.

E-Learning Resources

Business Source Premier

EBSCO's "Business Source Premier" provides full text for over 2,800 journals covering management, economics, banking and finance, accounting, industry and manufacturing, marketing, business law, international business, country data, company information and other business topics.

EMERALD Fulltext

Abstracts (from 1989) and full text (from 1994) of business and management titles published by the MCB Press.

Accountancy Direct

Brings together many of the main reference works in accountancy, taxation and company law including UK GAAP and International GAAP. Searching can be done across the range of resources or within each particular database.