

MODULE DATA

MODULE TITLE		Methods of Enquiry			
MODULE LEVEL		7			
MODULE CREDIT POINTS		15			
SI MODULE CODE (if known)		25-7A04-00S			
MODULE JACS CODE		N300			
SUBJECT GROUP		Financial and Management Accounting			
MODULE DELIVERY PATTERN (✓ as applicable or give dates for non-standard delivery) NB "Semester 3" ends on 31 July each year					
LONG (2 semesters)		SHORT (1 semester)		NON-STANDARD DELIVERY	
Sem 1 & 2		Sem 1	✓	Start Date	
Sem 2 & 3		Sem 2		End Date	
		Sem 3			
MODULE ASSESSMENT PATTERN (✓ as applicable - also complete Table A, Section 5, below)					
Single Module Mark with Overall Module Pass Mark of 40%					✓
Single Module Mark - Pass/Fail only					
Up to Three Assessment Tasks with Pass Mark of 40% for each Task and Overall Module Pass Mark of 40%					
Up to Three Assessment Tasks - Pass/Fail only					
Other - if choosing "Other" please give further details of assessment pattern in the blank space below. <i>"Other" should be chosen where, for example, a PSRB has specified an overall Module Pass Mark of higher than 40% - if so, give details below and specify higher pass mark. Or, e.g., where PSRB has specified an Individual Task Pass Mark of higher than 40% give details in space below and complete final column in Table A, Section 5)</i>					
Overall Module Pass Mark if other than 40% (subject to approval)					%
MODULE INFORMATION (✓ as applicable - also complete Table A, Section 5)					
Is a timetabled examination required for the assessment of this module?					
Is a timetabled examination required for the reassessment of this module?					
Is the module delivered wholly by Distance Learning (i.e. not timetabled at SHU)					
Are any staff who are responsible for teaching on this module non-SHU employees?					
MODULE STATUS (✓ as applicable to status of module in the context of current proposal)					
Unchanged: an existing module, presented as unchanged from previous years					
Modified: an existing module being modified as a result of this validation, e.g. changes to delivery or assessment pattern, title, credit weighting etc					✓
New: new module to be approved through current validation process					
If status is 'Modified', please give date when modified version is to be available from				Modified Version Available from 01/08/2009	
Breakdown of notional study hours by type (Typically requires 10 hours of notional study time for 1 CATS credit)	Tutor-Led (Contact Hours)	Tutor-Directed Study	Self-Directed Study	TOTAL STUDY HOURS for this Module	
	30	60	60	150	
OTHER COURSES FEATURING THIS MODULE (please list below)					

1 AIM OF THIS MODULE

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

2 BY ENGAGING SUCCESSFULLY WITH THIS MODULE YOU WILL BE ABLE TO

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

3 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

4 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.

5 THESE ARE THE WAYS THAT WILL BE USED TO ENABLE YOU TO DEMONSTRATE YOU HAVE MET THE LEARNING OUTCOMES

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	

6 THIS IS HOW YOU WILL BE GIVEN FEEDBACK ON YOUR PERFORMANCE

- 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.

7 **THESE ARE EXAMPLES OF THE KEY LEARNING RESOURCES YOU WILL USE**

- 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.