MODULE DATA

MODULE TITLE	Meth	ods of End	nuirv											
MODULE LEVEL	Methods of Enquiry 7													
MODULE CREDIT POINT														
	MODULE CODE (if known) 25-7A04-00S													
MODULE JACS CODE	N300 Financial and Management Accounting													
SUBJECT GROUP					Ť									
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 sen	nester)	NON-STA	NDARD [ELIVER	Υ								
Sem 1 & 2	Sem 1	✓	Start Date											
Sem 2 & 3	Sem 2		End Date											
	Sem 3													
MODULE ASSESSMENT	PATTERN (✓ a	s applica	ble - also co	mplete T	able A, S	Section	5, below)							
Single Module Mark with C		ass Mark	of 40%				✓							
Single Module Mark - Pass Up to Three Assessment T		Mark of 4	00/ for acch	Tack and	Overell									
Module Pass Mark of 40%	asks with Pass	Mark Of 4	0% for each	rask and	Overall									
Up to Three Assessment T														
Other - if choosing "Other"														
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							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 4. Section 5)														
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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.