Sheffield Hallam University

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MODULE DESCRIPTOR

TITLE	Research For Industry
SI MODULE CODE	44-5952-00L
CREDITS	20
LEVEL	5
JACS CODE	N820
SUBJECT GROUP	Events Management
DEPARTMENT	Service Sector Management
MODULE LEADER	Stewart Hilland

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	**Placement (if applicable)**	**Independent Guided Study**	**Total Number of Study Hours**
36	**N/A**	**164**	200

MODULE AIMS

1. Broaden students' subject appreciation by engaging them in current and relevant industry research projects.

2. Enable students to understand the requirements of industry research;

3. Develop a wide range of industry research skills that are relevant to students across the THEF programme;

4. Provide industry-relevant challenges that require the application of these research skills;

MODULE LEARNING OUTCOMES

1. Understand the approaches that may be taken in framing a research project;

2. Source, analyse, classify and discuss industry relevant information;

3. Appreciate the requirements of different industry research methodologies and critically evaluate qualitative and quantitative research instruments and data produced in carrying out a research project;

4. Apply the skills and understanding developed in the module to become an independent industry researcher and learner.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, by considering the following:

Research contexts - organisations, people, events, products, measurement;
Approaches to and implications of research;
Research principles - the use of previous work, objectivity, validity, reliability, ethics and the implications for research;
The location of appropriate industry sector sources;

How to classify, analyse and interpret information from secondary sources and compile a review;
The characteristics of industry specific /sector specific projects;
Primary data collection and analysis methods;
The presentation and use of research information in a business environment

LEARNING AND TEACHING METHODS

Formal lectures
Workshops and interactive seminars using a wide range of learning resources
Practical research activities
Case study analysis
Individual consultations
Self-study activities
Meetings with visiting lectures and industry specialists

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Literature review report (Individual)	CW	50	2500	No
2	Primary research report (Individual)	CW	50	2500	No

ASSESSMENT CRITERIA

Assessment 1 and 2

Evidence of research (quality and range of data sources)   20%
Mastery of content (knowledge and understanding research subject area)   30%
Level of analysis and critical interpretation of data   30%
Accuracy of language, structure and technical features   10%
Accuracy of referencing and reference list   10%

FEEDBACK
Students will receive feedback on their performance in the following ways:

On-going oral feedback will be provided in tutorials and individual electronic written feedback/ feed forward will be provided after each assessment.

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LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended reading (books):

Veal, A.J. (2006), Research Methods for Leisure and Tourism: A practical guide third edition, Parson
Bryman and Bell, (2003), Business Research Methods, Oxford University Press
Collis and Hussey, (2003), Business Research: A Practical Guide for Undergraduate and Postgraduate Students, 2nd Ed, Palgrave MacMillan
Saunders, M., Lewis, P. and Thornhill, A. (2009), Research Methods for Business Students, 5th Ed, Harlow Prentice Hall
Brotherton, B. (2008), Researching hospitality and tourism: as student guide, Sage
Deutsch, J. and Miller, J. (2009), Food Studies: an introduction to research methods, Berg
Hulsen, I. and Ohnesorge, E. (2009), Food science research and technology, Nova Science
Moskowitz, H., Beckley, J. and Anna, V. (2006), Sensory and consumer research in food product design and development, Blackwell Publishing
Margetts, B. and Nelson, M. (1997), Design Concepts in Nutritional Epidemiology. 2nd Ed. Oxford: Oxford University Press
Field, A. and Hole, G. (2003), How to Design and Report Experiments. London: Sage Publications.
Dowsett, J., Elia, M., Gibney, M. and Ljungquist, O. (2005). Clinical Nutrition. Oxford: Blackwell Science.
Finn, M. and Elliott-White, M. (2000), Tourism and leisure research methods: data collection, analysis and interpretation, Longman
Long, J. (2007), Researching leisure, sport and tourism: the essential guide, Sage

Periodicals – The following journals are indicative only

Event Management
International Journal of Event and Festival Management
Journal of convention & event tourism
Leisure Studies
Journal of leisure research
International Journal of Contemporary Hospitality Management
International Journal of Hospitality Management
Journal of Hospitality and Tourism Research
Journal of Hospitality and Tourism Management
International Journal of Tourism Research
Current Issues in Tourism
Annals of Tourism Research
Tourism Management
Journal of Travel Research
Advances in Food and Nutrition Research
Molecular nutrition & food research
Food science and technology research
Food Policy
British Food Journal

Plus: A wide range of industry reports and internet sources

SECTION 2   MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	Y
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	**09/2013**

MODULE DELIVERY PATTERN - *Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.*

	Module Begins	**Module Ends**
Course Intake 1	September 2013	May 2014
Course Intake 2		
Course Intake 3		

Is timetabled contact time required for this module?	Y

Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	
What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	

MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

*Choose one only – module <u>cannot</u> include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N

If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 2

NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%. **NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.**	