

MODULE DESCRIPTOR

TITLE	Research for Industry
SI MODULE CODE	44-5952-00L/S
CREDITS	20
LEVEL	5
JACS CODE	N800
SUBJECT GROUP	Events Management
DEPARTMENT	Service Sector
MODULE LEADER	Daryl May

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		164	200

MODULE AIM

The aims of the module are to:

- develop the research skills managers need to investigate and explore complex problems;
- use these research skills to find out about employers and organisations in the relevant industry sector
- facilitate the development of problem-solving capabilities in students through the application of vocationally relevant managerial skills to a range of issues in their degree sector(s);
- develop personal, professional and transferable skills that will equip students for a career in the rapidly evolving business environment of their degree sector(s) and provide a foundation for continuous development of these skills;

MODULE LEARNING OUTCOMES

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

- Research, analyse, prioritise and critically evaluate information, concepts and processes;
- Undertake a self evaluation process to aid life-long learning and employability;
- Exercise professional and ethical judgement in decision making and actions;
- Analyse prioritise and critically evaluate information using appropriate numerical and CIT skills;
- Continue as a reflective independent practitioner to promote life long learning

INDICATIVE CONTENT

- Approaches to and implications of research -, qualitative, quantitative
- Research contexts - organisations, people, events, products, measurement;
- Reviewing the literature;
- Data collection and analysis methods;
- Founding research principles - the use of previous work, objectivity, validity, reliability, ethics and the implications for research;
- Finding appropriate industry sector sources;
- Presenting and using research information in a business environment
- Participating in live industry specific /sector specific projects

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

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

In semester one underpinning materials will be disseminated by keynote lectures and reinforced by seminar activities. Students will be encouraged to undertake directed reading and investigate appropriate industry sources using ICT. A blackboard site will be used to support the directed learning.

In semester two students will participate in the live sector specific projects, researching specific topics or solving specific contemporary problems. This will involve using the techniques and knowledge gained in semester one.

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	Individual report	CW	50	1200 words	N
2	Group report	CW	50	3000 words	N

FEEDBACK

Students will receive feedback on their performance in the following ways

Students will receive written feedback within the School's feedback policy parameters and ongoing oral feedback in tutorials.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts

Egan, D. (2009), Researching Your Industry Sector, Pearson. This is a book that takes chapters from the books by Veal (2006) and Saunders et al (2009) listed below.

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.

Supplementary and Alternative Texts

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 – you will find that the library subscribes to a wide range of journals, with many available online.

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

Internet sources – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together. **You still need to log on via your SHU account to access the internet sources.**

Research methods for business students [ELECTRONIC BOOK] / Mark Saunders, Philip Lewis, Adrian Thornhill (2007)

<http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9781408212653>

Research methods for leisure and tourism [ELECTRONIC BOOK] : a practical guide / A.J. Veal (2006)

<http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9781405871112>

Qualitative research in tourism [ELECTRONIC BOOK] : ontologies, epistemologies and methodologies / edited by Jenny Phillimore and Lisa Goodson.

<http://www.shu.eblib.com/patron/FullRecord.aspx?p=200138&userid=k8VeGsV7SEXzy70a8c564jrldS0%3d&tstamp=1278075879&id=a25c098c3be1f7d4c6b7e8740eabc0cb1516cbc1>

Sensory and consumer research in food product design and development [ELECTRONIC BOOK] / Howard R. Moskowitz, Jacqueline H. Beckley, and Anna V.A.

<http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9781405182157>

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	Y
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	N/A

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	25/09/2013	31/05/2014
Course Intake 2	30/09/2013	20/12/2013
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
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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?	N/A

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 cannot 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
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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
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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.	