

Business Research Methods

Seminar week 1

- To make yourself familiar with the Assessment brief and the Moodle site.
- To evaluate the suitability of different topic areas for your programme pathway and background.

Recap: What is “research”?

- Systematic means of **problem solving**: obtaining, analyzing and confirming new **and reliable knowledge** (Tuckman, 1978).
- Research includes “search”, it asks for the analysis of yet unstructured material. It is *not* a write-up of selected sources or a summary of what we already know.
- **Key features:**
 - **Novelty** of both, the problem and the knowledge that will be generated
 - Reliable inquiry
 - Systematic approach – So there is an important element of justification why, how and what you inquire

- **Read the Assessment brief**
- Coursework (multi-question assignment) of max. 3,500 words
- **To address three subtasks**
 1. Critique of at least two well-used research methodologies.
 2. Design a research instrument that could be used to collect data.
 3. Reflect upon the audience and research and findings dissemination.
- **Don't collect any data – you are just proposing a suitable instrument.**

- Research question clearly spelled out
- Justification of research problem: why research gap, why relevant, why primary research suitable
- Literature analysis, in breadth and depth, with a clear focus emerging
- Critique of two specific, selected research methods
- Conclusion and recommendations from having compared the two instruments
- Demonstration of the proposed research instrument's potential for new knowledge generation
- Appraisal of research dissemination requirements

- **Section 1: Comparing two research methodologies**
 - 1.1 Research problem**
 - 1.2 Selected key readings**
 - 1.3 Two appropriate research methods**
- Section 2: Instrument and Conclusions
- Section 3: Research Dissemination

Read the assessment brief for further details.

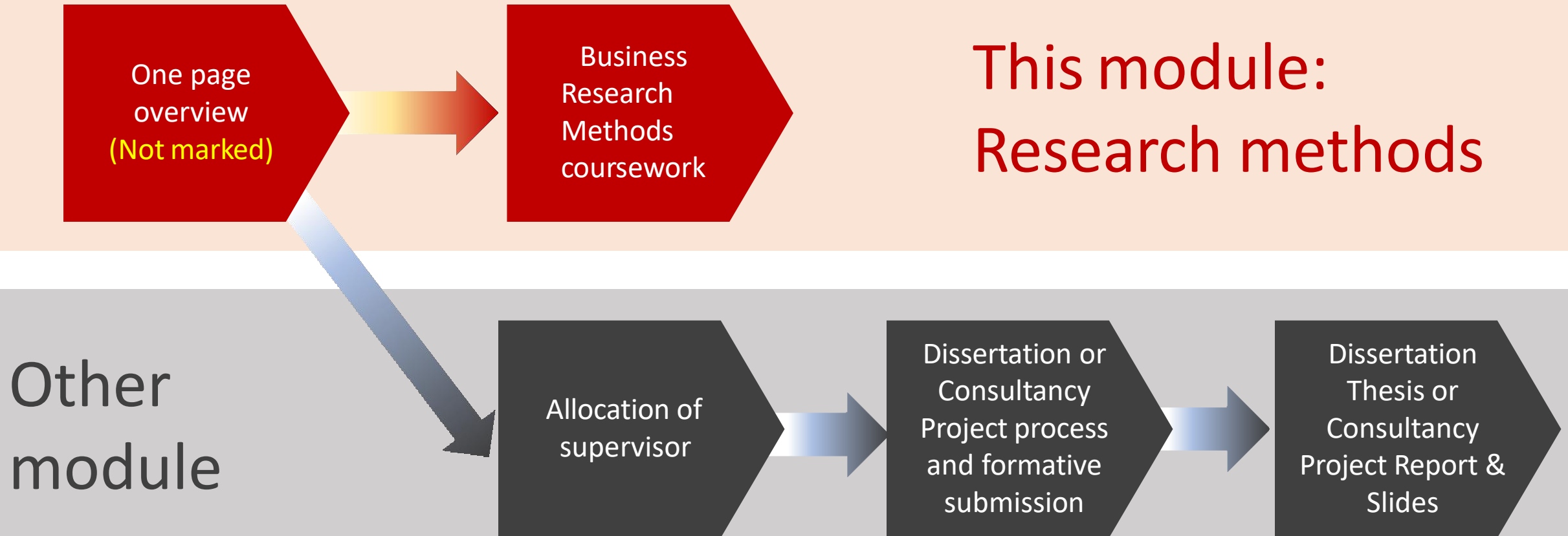
- Section 1: Comparing two research methodologies
- **Section 2: Instrument and Conclusions**
 - 2.1 Instrument**
 - 2.2 Conclusions**
 - 2.3 Bibliography**
- Section 3: Research Dissemination

Read the assessment brief for further details.

- Section 1: Comparing two research methodologies
- Section 2: Instrument and Conclusions
- **Section 3: Research Dissemination**
 - 3.1 Relevance and audience**
 - 3.2 Communication of research**

Read the assessment brief for further details.

- This module assessment prepares the techniques to engage with the Dissertation or Consultancy Project
- However, this module's assessment is *not* yet a research proposal
- You will be assigned a supervisor based on your Formative assessment submission, not this summative submission, whereas the formative submission should feed into this assignment



- The formative assessment is for your feedback only, it receives no marks
- You are asked to submit a **One page overview** addressing your plans for the final summative submission
- Due: See Moodle

10-15 mins preparation

- Think about
 - typical topics suitable for your programme
 - possible research methods for your topic
 - potential difficulties in collecting data

Share your findings

- 3 mins presentation & Q&A