

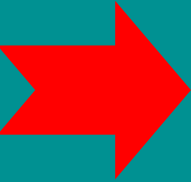
# **Business Research Methods**

## **Seminar 5- Assessment clinic**

**Dr. Matteo Molinari**

## Assessment clinic 3:

- Requirements briefing for the one page formative assessment.



- *Already set by the assessment brief*  
***Please read***
- A clear research question is key
- Separate sections and paragraphs in logical sequence
- Tables, charts and figures summarise the key arguments –if needed
- Plan the time line and progress continuously with developing your draft

# What does “one page” mean?

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- Bullet points -Times New Roman 12 or Arial 11 or Calibri 11, single line spaced.
- Use headings to group the bullet points
- Avoid to overload the page with text, keep it to important and brief, precise information
- The **formative assessment will not be marked** and it will not be considered in any form when the final submission is reviewed. But this is an opportunity to receive **feedback**.
- We *cannot* advise “what to write”. The purpose is rather that you present us with your own ideas and justification from readings/ sources in that submission.
- It’s ok to write shorter/ or longer than one page-just show us your progress and ideas

- Description of a Research question, especially a precise definition and justification why chosen
- Two appropriate research methods, especially how these are suitable to address the research problem stated.
  - Specified quantitative method or specified qualitative method. Two times.
  - Compare the two chosen approaches for their advantages and disadvantages in regard to potential findings. Use research methods handbooks/ journals to complete this task.
- Suggest at least one instrument for one of the approaches. For example, for a qualitative case study you would propose a semi-structured interview guide.

# It is an independent task...

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- We have not yet looked into specific research methodologies or instruments with all details, which we do over the coming weeks.
- But this is an independent task where we ask you to research for specific approaches and instruments, so that we can then provide you with feedback on what you have got
  - Explore research methods handbooks/ journals/ other materials
  - Read journal articles in your area of interest to understand what methods have been used therein
  - Visit research online resources from communities specialised in research methods in relevant field



# What happens if...

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**...you don't submit the One Page outline.**

This is formative and carries no marks.  
No submission no feedback.

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**...you submit exceeded word count aka "1 page"**

The summative assessment would penalise you for that. But for this formative piece you would simply receive a less focused feedback because of an unfocussed outline.

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**...if the submission receives very bad feedback.**

This opportunity is to improve your work. We will not use the feedback in any way whatsoever when marking your final submission.

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Make sure that you have read these documents on Moodle (all under *Assessment*)

- Assessment brief
- Two exemplars
- Research question