

Hull University Business School

Module Handbook

2012-13

26343

Research Methods (Hull)

Level: 5

Semester(s): 1&2

Credits: 20

Module Leader: Jason MacVaugh

This handbook is available in alternative formats on request from the department

Contents

1. Welcome note and introduction
2. Key contacts
3. Using your University email address
4. Teaching sessions
5. Personal Development Planning
6. Study programme
7. Coursework submission – dates and times
8. Assessment criteria for coursework
9. Coursework submission - procedure
10. Group work
11. Module specification
12. Reading and resources list
13. Module review

Students are advised to read this handbook alongside the Business School's study skills handbook (available on your programme eBridge site) and to pay particular attention to the section on plagiarism in both handbooks.

1. Welcome note and introduction

This module aims to teach the fundamentals of **research project design**. Extending the emphasis on scholarship begun in the module Academic and Professional Skills, the module investigates the strategies commonly used in business research, and **supports** the learning of qualitative and quantitative research techniques appropriate to **your career (or further study) aspirations**.

Students will also follow a subject specific programme for their main degree subject. For example, a student taking a degree Business and Human Resource Management takes the Business subject element, whereas a student taking a degree in Management and Marketing takes the Management subject element. All students taking degrees involving Business Economics or Economics will take the Economics subject element. Accounting and Finance students take the Accounting and Finance subject elements.

This module **differs from other modules in your programme** in that **there is no single way of getting good marks (there are many)**. Your research ability at the end of the year will be a product of the efforts you make as you work toward the submission of assignments one and two. That is, the module offers several frameworks, models, methods, advice, and readings, but the way your particular research proposals utilise and develop on the basis of these is **substantially dependent on what you do in your own time**. You are expected to spend **at least two to three times the amount of contact time in studying on your own**. Without this work, you are going to have a difficult time meeting the requirements of this course, and your final year project at level 6. So **OWN IT!**

The module team will answer any questions you have and see you one to one as needed. We *aim* to get **everyone** to pass this course... and we will match your efforts with our own, so **PUSH US**, it's our job.

Jason MacVaugh

All students need to use this module handbook with reference to the Generic Module Handbook, which contains general information and guidance about learning, teaching and assessment within the Business School. The Generic Module Handbook covers the following topics:

Student support

Disability

Attendance

Overlong assignments

Plagiarism and Unfair Means

Ethical practice

Examinations

Mitigating circumstances and Absence with Good Cause

Assessment grading

Module evaluation

Module changes

Health and safety

All students should also refer to their programme handbook for additional information including guidance on examinations, plagiarism and overlong assignments. For non-Business School students this can be found at:

<http://www2.hull.ac.uk/hubs/induction>

2. Key contacts

Undergraduate office (Hull)	Esk 018	01482 463736	businessdegrees@hull.ac.uk
Dr Jason MacVaugh (JM)	Scarborough C49	01723 357352	J.Macvaugh@hull.ac.uk
Jon Simon (JS)	Wharfe: 207	3013	J.B.Simon@hull.ac.uk
Dr Raphael Akamavi (RA)	Esk: 130	3494	R.Akamavi@hull.ac.uk
Dr Steve Trotter (ST)	Wharfe: 220	3061	S.D.Trotter@hull.ac.uk
Dr Marianne Afanassieva (MA)	Esk: 222	3198	M.Afanassieva@hull.ac.uk
Dr. Nilanthi Ratnayake (NR)	Esk 203	3208	N.Ratnayake@hull.ac.uk
Roberto Rodriguez (RR)			r.palacios- rodriguez@2010.hull.ac.uk
Dr Mohamed Khalil (MK)	Wharfe 212	4811	M.khalil@hull.ac.uk
Also: David Tucker (DT) Paul Keys (PK) Library staff (TBA)			

3. Using your University email address

The Business School sends ALL formal communication with students to their University email accounts. Any of the staff listed above may try and contact you via your University email address. As a result all students should check their University email address on a regular basis.

Failure to do so will mean you miss out on important information.

4. Teaching sessions

Generic Program

Date	Time	Content & <i>Home work</i>	Location	Tutor
01/10/12	9:15-10:05	No Session	N/A	JM
01/10/12	14:15-15:05	Purpose and Scope Research Topics <i>SLT Ch 1</i>	ES-ALLAMLT	JM
08/10/12	9:15-10:05	Examining the literature <i>SLT Ch 3</i>	ES-ALLAMLT	MA
08/10/12	14:15-15:05	Library Support Session <i>Examine articles related to your topic area</i>	ES-ALLAMLT	MA & TBA
15/10/12	9:15-10:05	Research Design <i>SLT Ch 2</i>	ES-ALLAMLT	JS
15/10/12	14:15-15:05	Research Design <i>SLT Ch 4 & 5</i>	ES-ALLAMLT	JS
22/10/12*	9:15-10:05	Understanding Qualitative methods <i>SLT CH 9,10,13</i>	ES-ALLAMLT	MA
22/10/12*	14:15-15:05	Understanding Qualitative methods <i>SLT CH 9,10,13</i>	ES-ALLAMLT	MA
29/10/12	9:15-10:05	Quantitative methods <i>SLT CH 7</i>	ES-ALLAMLT	RA
29/10/12	14:15-15:05	Quantitative methods <i>SLT CH 11,12</i>	ES-ALLAMLT	RA
5/11/12*	9:15-10:05	Ethics <i>SLT CH 6</i>	ES-ALLAMLT	RA
5/11/12*	14:15-15:05	Scope and Limitations	ES-ALLAMLT	JS
12/11/12	9:15-10:05	No Session <i>Make sure your notes are up to date</i>	N/A	N/A

12/11/12	14:15-15:05	Review Course Work Prep <i>Ensure you have a skeleton structure for your assignment.</i>	ES-ALLAMLT	JM
19/11/12*	9:15-10:05	Introducing the Research Proposal <i>SLT CH 14</i>	ES-ALLAMLT	JM
19/11/12*	14:15-15:05	Dissertations and Independent studies <i>Consider what you will be doing after level 5</i>	ES-ALLAMLT	DT & PK
26/11/12	9:15-10:05	No Session <i>You should be finalising your assignment this week</i>	N/A	N/A
26/11/12	14:15-15:05	Your Research Question <i>You should be finalising your assignment this week</i>	ES-ALLAMLT	JM
03/12/12	N/A	Asst 1 Due this Week	ebridge	N/A

***Subject specific sessions are also taught in seminar format in weeks 5, 7 & 9**

Subject specific program

Weeks	Degree program	Tutor
5,7,9,14-19	Management	MA
5,7,9,14-19	Economics and all with/and economics	ST/RR
5,7,9,14-19	Accounting and Finance	JS/MK
5,7,9,14-19	Marketing, Business and Logistics	RA/NR

***We will provide further details of these sessions in semester one. Please see ebridge for a mini guide to your subject area.**

5. Personal development planning

This module aims to contribute substantially to personal development planning (PDP) by developing the following skills and attitudes:

Planning and time management for example meeting imposed deadlines, planning available time within established deadlines, prioritising the various tasks that will have to be completed as part of undertaking the proposed research, anticipating outcomes of research activities and reviewing due courses of action as well as considering activities that could be performed in parallel. The module's first assessment fittingly requires reflection on such skills as evidenced by the diary entries, whereas the second assessment requires the redevelopment of a Gantt chart where the students provide evidence of such skills.

Responsibility and independence this module promotes both as each student has responsibility for developing and pursuing an independent research proposal for a dissertation or an independent study. As part of it each student has to select and use appropriate data and information, compare arguments, decide the parts of the literature to focus upon and so on.

Interactive and group skills are also being developed as part of this module's seminars where extensive discussions both between the students and between the students and the tutors are to be pursued on the range of the module's topics. The tutorials and such discussions also aim to sharpen the students' problem solving skills (discussed next) and in particular the students' enquiring approach to research solutions for business problems. Suggested research strategies will also be challenged and proposed ones justified.

Problem solving skills, which are to be applied in solving business problems through the proposed research, are also sharpened through the various readings and assessments. For example as part of reviewing the literature, analysing and interpreting trends in data, the appropriate use of IT applications, identifying alternative solutions and evaluating their potential (e.g. in terms of costs and/or ethics). The students will also have to investigate appropriate sources of support (e.g. in terms of obtaining secondary data, permission or resources for conducting the proposed research).

Reflective skills are encouraged through the assessments' feedback but most importantly through assessment 1 that requires the students to reflect on their diary entries. For example, on your suitability for completing successfully the proposed research as evidenced by your CV, or on the relevance of the proposed research to the identified stakeholders.

Communication and presentation skills are also sharpened through the module's assessments that require the timely and accurate keeping of a diary, presentation of respective entries, the authoring of a reflective essay and a research proposal that involve graphs, appendices, etc. Also during the tutorials such skills are further exercised as part of comprehending, using/making, and defending research strategies, plans, instruments, etc.

As perhaps understood from the above, PDP skills are developed throughout this module; their evidence is recorded in the diary entries and reflected upon in assessment 1. Moreover, the sessions at the beginning and end of this module aim to act as milestones in the PDP process. It is thus recommended that you do not fail to attend them.

For more information on PDP visit:

The UK Centre for Higher Education www.ukcle.ac.uk/resources/pdp.html

PDP Explained at Bournemouth University pdp.bournemouth.ac.uk

Hull University Business School

9/9

Module Handbook

6. Study programme

Generic Programme

The generic programme lectures are designed to give you a basic generic understanding of research methods. Another key part of these sessions will be reflection on the type of research you would like to do at level 6 and beyond.

Subject Specific Programme

A subject specific orientation is developed in the tutorials in semester 1, which give you some ideas about research activity in your own area of interest, which you need to keep in mind through the early phase of the module. This then leads into a more intensive subject specialism in the second semester.

The programme you follow will differ from that of other subject specialisms, to reflect the particular research designs and methodologies appropriate to your interests. The focus for each of the subject groups is as follows:

Accounting and Finance

The aims and objectives are

- to have an appreciation of the methodologies and traditions of Accounting and Finance research.
- to understand how selected Accounting and Finance research relates to the institutional, regulatory, legal, cultural and behavioural aspects of organisations.
- to understand how Accounting and Finance research draws on ideas and research methods from other disciplines.

The lectures and tutorials will cover Financial Reporting, Management Accounting and Financial Management in roughly equal proportions.

Business and Marketing

The aims and objectives are to develop knowledge and skills in planning and implementing Business or Marketing Research projects, including the identification and application of the most appropriate methods for resolving a variety of Business and Marketing problems and identifying opportunities.

The lectures and tutorials, and practical workshops in the computer labs will cover the role of ethics in research related to Business & Marketing, the link between theoretical and practical issues, choosing a Research Method and formulating a

Marketing or Business project proposal, codifying and analysing Business or Marketing trends using secondary data, presentation of data, survey strategies, sampling and questionnaire design, appropriate data collection methods for a given situation and the analysis of data using Statistical Packages for Social Sciences (SPSS).

Economics and Business Economics

The aims and objectives are to develop an understanding of the ways in which economic research can be used to test economic theory, inform economic policy making and promote the development of innovative analysis/theory and new thinking. In this way, the module will help you to identify relevant data and form/refine ideas which might be the basis of your own research proposal.

The lectures and tutorials will cover the relationship between economic analysis/theory and practical research, the sources of economic data, representation of economic data, formulating a research question, choosing an appropriate research method, hypothesis testing and inference.

Management

The aims and objectives are to contextualise the general learning outcomes of the module in terms of:

- contemporary theories of the process of management and their historical context.
- organisations as socially constructed complex entities.
- impact of organisations on society and individuals.

The lectures and tutorials will cover Contrasting Approaches in Management Research and Critical Research.

7. Coursework submission - dates and times.

The table below provides details of the final date and time by which work must be submitted. Students may hand in work at any time prior to these deadlines, and are encouraged not to wait until the final deadline.

Date	Time	Topic/Title	Location
6th December 2012	1pm	Article Review and Reflection	eSubmission Via eBridge system
11th April 2013	1pm	Research/Project Proposal	eSubmission Via eBridge system

8. Assessment task and assessment criteria for coursework

This module will be assessed by **two**, equally weighted, individual assignments. **Please note the additional guidance given in class, during tutorials, and as available on ebridge before beginning your assignment and prior to submission.**

Assignment 1

Article Review and Reflection of 2,500 words (50% of module marks)

Hand in date as stated in module handbook

Rationale

This assessment is designed to give you a first attempt at reading, digesting and being critical of academic literature; in the style expected for your final year honours project (dissertation or independent study).

Brief

In your respective tutorial groups you will be considering research topics that are potentially researchable in your final year. Within each TOPIC area a selection of respected JOURNALS will be recommended (check the guide in ebridge). Have a look at some editions of these journals and SELECT ONE ARTICLE. Using ONE ARTICLE ONLY from ONE JOURNAL on your topic, address the following tasks and note their respective assessment weighting:

50% A **description of the paper** using the categories Concept, Support, Methods, Limitations

25% A **discussion of how the paper informs the broader TOPIC** you have chosen in your tutorial sessions. Note that EACH JOURNAL you are able to choose from is already allocated to a TOPIC

25% Compare and contrast the **applicability of the Research Approach taken** in the paper to the type of activity you are likely to undertake after level 5 (this *may* include: your plans for a year in industry, a year abroad, a dissertation, an investigative study, AND ALSO your future as an entrepreneur, post-graduate student, private or public sector manager, etc.) I.E. is the approach useful; interesting, applicable in your future place of work or study?

Requirements

Your assignment must be word-processed and double spaced in 12 point Arial. The title of your work should appear at the top of the first page, and for this assignment, you do NOT need to use a contents page. The assignment will be judged by the quality of the work you provide, which is expected to meet the academic standards of level five. References will be Harvard style within the text and listed alphabetically, Hull University Business School

on a new page, at the end the end of the assignment using the heading References. You should NOT list references you have not used in the text. Page numbers of references MUST be included where text is within quotation marks. Marks will be awarded for scholarship and related to the quality of the analysis carried out. This reflects the University assessment criteria for level 5. You MUST demonstrate what was discussed from the module as taught in class, as read in the core text, and as developed during tutorial sessions. References from ACADEMIC research papers from online journals (NOT INTERNET SOURCES) are expected to illustrate your examples. You must be careful to avoid plagiarism.

Assignment 2

Design a research/project proposal of 2,500 words (50% of module marks)

Hand in date as stated in module handbook

Rationale

This assessment is designed to prepare you for the honours project (dissertation or independent study) you will undertake in your final year.

Brief

Design a research proposal (the first step in undertaking a dissertation or independent study unit in your final year). When setting out your proposal, please include the following:

- Background and case for why this research is important, how you came to choose it and its relevance to your programme of study.
- Clear aims and objectives. No more than 5 objectives. The objectives can take the form of hypotheses or research questions. Supplementary research questions may also be necessary to give strength to your proposal.
- An initial literature review and use this in the text to support your proposal where appropriate. You should review a minimum of 15 references no more than 5 of them being text books. Your reference list at the end of the assignment will not be included in your word count, but ALL work cited in the text will.
- A case for the research methods and research approach you will adopt and support this with methods references. Note that your subject specific tutor will expect to see evidence that you have considered the methodology sessions delivered during weeks 14-17!
- Any limitations to your research and how you may overcome them, paying careful attention to ethical issues. (These need to be considered in addition to you completing and attaching the HUBS ethics statement, available on the Ebridge site).
- The key practice AND academic benefits from your research – its contribution to knowledge.

In the case of those planning to undertake a year in industry, or a year abroad, this proposal may include specific discussion of investigations and research actions that could be undertaken during this year.

Task Requirements

Your assignment must be word-processed and double spaced in 12 point Arial. The title of your work should appear at the top of the first page, and for this assignment, you DO need Hull University Business School

to use a contents page. The assignment will be judged by the quality of the work you provide, which is expected to meet the academic standards of level five. References will be Harvard style within the text and listed alphabetically, on a new page, at the end of the assignment using the heading References. You should NOT list references you have not used in the text. Page numbers of references MUST be included where text is within quotation marks. Marks will be awarded for scholarship and related to the quality of the analysis carried out. This reflects the University assessment criteria for level 5. You MUST demonstrate what was discussed from the module as taught in class, as read in the core text, and as developed during tutorial sessions. References from ACADEMIC research papers from online journals (NOT INTERNET SOURCES) are expected to illustrate your examples. You must be careful to avoid plagiarism.

9. Coursework submission - procedure

eSubmission is the approved method for your HUBS programme of study. You must hand in your assessed Assignment(s), for all modules that you are taking during the 2012/13 Academic Year using the eBridge system. Submission of a printed copy is NOT allowed. You should submit via the **Assignments** menu item on the relevant module eBridge site.

An assignment for eSubmission must be prepared using the HUBS Electronic Submission System Coursework Coversheet. This document is stored in MSWord and is available from the 'Making an Electronic Coursework Submission' folder of the Resources section on the Programme support eBridge site.

There are special versions of the Coursework Coversheet which you must use if you are making a group submission or if you have a disability (which has been recognised formally by the University). These are also available from the 'Making an Electronic Coursework Submission' folder of the Resources section on the Programme support eBridge site.

You must complete the first page of the Coversheet accurately and in full. If you make a mistake this could result in you not getting credit for your work. You must add your submission directly to the coversheet document, or paste your submission into the document starting on page 3.

When you submit your assignments they are stored electronically and submitted automatically to the Turnitin system. The uses of the Turnitin system will be explained to you and details are available from the HUBS Turnitin2 eBridge site.

If you are unfamiliar with eSubmission you are advised to consult your programme eBridge site and work through the “Making an eSubmission Guide”. The guide will show you how to use the system and is set up to help you to practice submitting assignments in advance of the ‘real’ assignment submissions. This allows you to see how the Turnitin system works.

You are strongly advised to make your electronic submission well ahead of the deadline (we suggest 3 hours) to ensure that you have time to produce the required documentation. Failure to make effective use of the eSubmission system will not be accepted as grounds for an extension, or mitigation.

Assignments must be submitted by the date and time stipulated. Deadlines will be strictly adhered to. Students submitting late, and who do not have mitigating circumstances approved by the Mitigating Circumstances Panel, will be subject to penalties for late submission specified by the University. Please note that Saturday and Sunday are treated as “working days” for the purposes of the late submission policy.

If a mark of less than the pass mark is received on an assessment element then you should wait for the decision of the relevant module board which will inform you of your next step.

10. Group work

There is no group work for this course.

Module specification

Module Rationale

Business School graduates are expected to be able to design and implement research projects. Such projects require the combination of presentation skills, technical competence in formulating and solving problems, including the use of appropriate research techniques and data analysis. This module is designed to extend the work begun in the module Academic and Professional Skills, by investigating the strategies commonly used in business research and developing a range of qualitative and quantitative research techniques appropriate to the subjects being studied. These techniques are also required to successfully complete many of the assessments and tutorial exercises in other modules at Levels 5 and 6. Through work on the design of a research project, which might subsequently be implemented in the Independent Study or Dissertation module at Level 6, the module also promotes a broader understanding of the nature and purpose of research activity.

Aims and Distinctive Features

The aims of the module are to provide students with an understanding of research practice and the role and significance of research activity. This is achieved by addressing the complete research process, from the framing and development of research questions to the presentation of results. Consideration will be given to the extent to which research can be defined in terms of scientific method, the extent to which matters of fact can be isolated from value judgements and the extent to which ethics define what is, and is not, an acceptable subject for business, management and economic research. The module will equip students with an understanding of the main qualitative and quantitative techniques used in business and related research, and engage them in the application of the techniques that are most commonly applied in their subject specialism.

Learning Outcomes

The module has the following Learning Outcomes:

- 1: To analyse and synthesise information and think critically
- 2: To use quantitative and qualitative skills to formulate and solve managerial problems
- 3: To communicate information and ideas more effectively in written presentations
- 4: To design a research/project proposal
- 5: To engage in effective time-management and to prioritise issues in the preparation of a coherent written report

Learning and Teaching Strategies

The following learning and teaching strategies are used within this module:

- Type of formal contact with students: 20 one hour lectures and 10 one hour tutorials
- Length of contact: 30 hours
- Frequency of contact: Weekly.

Assessment Strategies

The following assessment strategies are used within this module:

- Research Proposal - 2500 words (50%)
- Coursework (50%)

Reassessment Strategy

Candidates failing this module and those undergoing first assessment after the module has been completed will be assessed by a 4000 word research proposal (100%) addressing all the learning outcomes. Students permitted to defer assessment in presentations and/or the tests elements of assessment will be set an alternative form of assessment, at the next available assessment opportunity.

Arrangements for Revision and Private Study

All course work will take place on campus. Support will be provided for students requiring further support in the later stages of the teaching period.

Module Constraints

Only available to HUBS students For Exchange Students: admittance onto the module will depend on previously acquired subject specific knowledge.

No pre/post-requisite requirements have been recorded for this module.

Indicative Content

The module will address the following issues. Research Strategies, Research Design, The Nature of Quantitative Research, The Nature of Qualitative Research, Quantitative Techniques, Qualitative Techniques, Framing a Research Question and Research Ethics. The research techniques content will be determined by the requirements of specific degree programmes.

Staffing

Mr JB Simon

Lecturer

11. Reading and resources list

Core Text

Saunders, M.; Lewis, P.; Thornhill, A. (200). Research Methods for Business Students. Financial Times/ Prentice Hall, Harlow [KDL 650.072 SAU]

Equivalent Reading

Collis, J & Hussey, R	Business Research Third edition	Palgrave 2009
Bryman,A & Bell, E	Business Research Methods Second edition	Oxford University Press 2007

Further Reading

You will be guided during the sessions in class as to the further reading useful to your chosen research pathway.

Journal List

The following Journals are appropriate to the module and will contain further articles which you may find helpful:

For **Information Systems**: European Journal of Information Systems, ACM Computing Surveys, Annual Review of Information Science and Technology, Behaviour & information Technology, Communications of AIS, Computer Journal, Computer Supported Cooperative Work, Database, Electronic Commerce Research, Electronic Commerce Research and Applications, Human Computer Interaction, a number of IEEE periodicals, Industrial management & data systems, Information & Communications Technology Law, Information & Management, Information and Organization, Information Management, Information Management & Computer Security, Information Processing & Management...

For **International Business**: International Business Review, Journal of International Business Studies International Business; International Economics and Economic Policy; International Economy; International Journal of Political

Hull University Business School

21/21

Module Handbook

Economy; International Studies Quarterly; International Studies Perspectives; International Studies of Management & Organization; International Entrepreneurship and Management Journal, International Journal of Cross Cultural Management; International Journal of Cultural Studies; International Journal of Cultural Policy...

For **Labour & HRM**: International Labour Review; Industrial Relations, Industrial Relations Journal, Industrial Relations in Europe, International Journal of Comparative Labour Law and Industrial Relations; Monthly Labor Review, International Migration; International Migration Review; British Journal of Industrial Relations, Employee Relations, Industrial and Labor Relations Review, European Journal of Industrial Relations, Industrial Relations A Journal Of Economy And Society, International journal of employment studies, Work employment and society, Gender Work and Organization, HRM, HRM Journal, HRM Review, International Journal of HRM, HR Planning, HR Development Quarterly, People Management, International Journal of Manpower, Personnel Psychology, Personnel Review, Public Personnel Management...

For **Marketing**: International Journal of Market Research; Academy of Marketing Science review, Advances in consumer research, Consumption Markets & Culture, Corporate Communications, European Journal of Marketing, International Journal of Consumer Studies, International Journal of Electronic Commerce, International Journal of Nonprofit and Voluntary Sector Marketing, International Journal of Research in Marketing, International Marketing Review, The International Review of Retail, Distribution and Consumer Research, Journal of Advertising, Journal Of Advertising Research, Journal of Brand Management, Journal of Business & Industrial Marketing, Journal of Consumer Marketing, Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behaviour, Journal of Database Marketing, Journal of Interactive Marketing, Journal of International Consumer Marketing, Journal of international Marketing, Journal of Marketing, Journal of Marketing Communications, Journal of Marketing Management, Journal of Marketing Practice, Journal Of Marketing Research, Journal of Marketing Theory and Practice, Journal of Product & Brand Management, Journal of Public Policy & Marketing, Journal of Retailing, Journal of Retailing and Consumer Services, Journal of Strategic Marketing, Journal of Targeting, Measurement and Analysis for Marketing, Journal of the Academy of Marketing Science...

For **Tourism & Leisure**: Tourism, Tourism Analysis, Tourism and Hospitality Research, Tourism Economics, Tourism Management, Tourism recreation research, Tourismus Journal, Leisure Management, Leisure Manager, Leisure, Recreation and Tourism Abstracts, Leisure Sciences, Leisure Studies, Annals of Tourism Research, International Journal of Tourism Research, Journal of Vacation Marketing, Journal of Travel Research...

For **Sports**: Sports Management, Sports Marketing

For **Literature Reviews**: International Journal of Management Reviews

For **Research** (general): Qualitative Research, Qualitative Inquiry, International Journal of Social Research Methodology...the ABS list (see LO1) and the Library contain many more

Web-sites

Web sites will be helpful in locating **background material** for use in the formulation of your research proposal and can enable you to access the full-text of academic articles easily. However, **the web is a largely unregulated publication medium and care should be exercised when using web-based resources to ensure their integrity and authority**. Be careful to discriminate between opinion and objective information. Always base your argument on primary sources and formally refereed secondary material. If you have to use material that is not refereed, authoritative or objective, take care to ensure that you identify clearly the author, publisher and source of the information, including the date on which it was accessed.

- Trochim, W. (2000). The Research Methods Knowledge Base, 2nd Edition. Atomic Dog Publishing, Cincinnati: OH www.socialresearchmethods.net/kb
- Help on **statistics** and **manuals**: Statistical resources on the web: <http://my.execpc.com/~helberg/statistics.html>, Internet Social Statistics containing tutorials on statistics and a range of quantitative and qualitative data sets www.vts.rdn.ac.uk/tutorial/social-statistics, SPSS tutorials at Texas A&M University www.stat.tamu.edu/page.php?spss_tutorials, Web Interface for Statistics Education (WISE) at Claremont Graduate University wise.cgu.edu, School of Psychology University of New England online tutorials www.une.edu.au/WebStat/others/tutorials_online.htm, Australian national

- statistical service (sample calculators, advice, data, etc.) www.nss.gov.au, Canada's national statistical agency (advice, data, etc.) www.statcan.ca/start.html, manuals for uni- and multi-variate statistics at Wisconsin University <http://www.uwsp.edu/psych/cw/statmanual/index.html>
- **Data sets:** Intute a free online service for education and research www.intute.ac.uk, London School of Economics data library collection <http://elibrary.lse.ac.uk/>, on most nations www.nationmaster.com, European Network for Business and Industrial Statistics (ENBIS) gateway to an assortment of statistical sites www.enbis.org, on Europe europa.eu.int/eurostat from UK census data www.statistics.gov.uk/census, on UK neighbourhoods www.upmystreet.com, UK companies financial information FAME www.fame.bvdep.com (requires ATHENS password), Europe and USA company information CAROL www.carol.co.uk, UK company information Northcote www.northcote.co.uk (the last two are free but require registration), Market information: MINTEL reports www.mintel.com, Global Market Information Database www.gmid.euromonitor.com/athens (both require ATHENS password), Economic and Social Data Service (check in particular the Qualidata service a gateway to qualitative data sets in the UK and Internationally) www.esds.ac.uk
 - Marketing Research from the QuickMBA Marketing website www.quickmba.com/marketing/research
 - A framework for developing essential **questions** for student research <http://www.fno.org/nov97/toolkit.html>
 - **Bibliographical indices:** Business-related EconLit 1969-present [use link on Library web pages], general bibliographical indices: Web of science and International bibliography of the social sciences [use link on Library web pages]
 - **Referencing:** University of Hull (2007), *References: how to collect and present them*, [Online], Academic Services, Libraries, University of Hull, Available: www2.hull.ac.uk/acs/lib/infoskills/collect.aspx [Accessed: 09 July 2007]
 - Examples of professional large scale social research in a number of areas by the National Opinion Research Center (NORC) at the University of Chicago www.norc.uchicago.edu/channels
 - **Questionnaires:** Question Bank <http://qb.soc.surrey.ac.uk/>, how to design a questionnaire: http://student.bmj.com/back_issues/O601/education/187.html
 - Courses in applied social surveys www.s3ri.soton.ac.uk/cass/
 - Professional research **ethics:** Lancaster University gateway to a range of codes of conduct <http://www.lancs.ac.uk/fss/resources/ethics/codes.htm>

Other Sources

The range of references and resources available throughout the University Library is increasing constantly on a daily basis. The list above should be thought of as an opening into the literature. You are strongly encouraged to browse through the stock and to pay particular attention to the New Periodicals shelves.

12. Module review

Minor changes to the mode of delivery have been made to this module since its previous delivery, i.e. in the 2011/12 Academic Year. The course is now delivered to help students focus on THEIR chosen pathway post level 5, which has reduced the lecturer content in favour of smaller group discussion and one to one support.

We hope that you enjoy studying this module. Try your best, and we will try ours!

Jason MacVaugh & the Research Methods teaching Team.