

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Bachelor of Arts (Honours) Business and Marketing Awarded by Teesside University
Module Title	Research Methods
Module Syllabus No. (if any)	BIN2044-N
Content	Conventional paradigms underpinning research. Ethical principles underpinning research. The practicalities of research methods. Conducting literature searches and reviews. The formulation of a research aim, questions and objectives. The development of a research strategy. The principles underpinning research design and qualitative and quantitative data collection and analysis.
No. of Teaching Hours	30
Teaching Methods	Lectures
Assessment Methods and Weightages	The assessment is 100% ECA, comprising a 3000-word research proposal for the development of a research study in a relevant area.
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	Business research: a practical guide for undergraduate & postgraduate students 9780230301832 Collis, Jill; Hussey, Roger 2014 - 4th ed.
Additional Reference Texts (if any)	Research methods for business students 9781292016627 Saunders, Mark; Lewis, Philip; Thornhill, Adrian 2015 - Seventh edition
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Communicate clearly in an academic and professional manner in all aspects of research reporting.
2	Demonstrate digital literacy in the analysis and interpretation of qualitative and quantitative research data and presentation of findings.
3	Evaluate a range of research approaches and articulate critical distinctions between them.
4	Demonstrate a detailed understanding of practical decisions involved in designing research questions and associated research strategies.
5	Operate ethically and adapt performance in situations of varying complexity and predictability, requiring the application of a range of research techniques.
6	Demonstrate a detailed awareness of the principles underpinning ethical and rigorous research.
7	An understanding of the principles underpinning ethical and rigorous research methods.
8	To develop an understanding of the concepts and processes involved in conducting effective research and to develop the necessary practical skills required to conduct a research study

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.