

Module Specification

Module Summary Information

1	Module Title	Research and Professional Skills
2	Module Credits	20
3	Module Level	7
4	Module Code	ADM7004

5	Module Overview
<p>The aim of this module is to introduce you to research skills and methods to allow you to craft your own research proposal, which will support and inform your major project module. You will choose your own area of interest relating to your specialism for research.</p> <p>Having chosen a research outline you will conduct primary research by collecting, analysing and delivering information, which can be relied upon by key decision makers. This will be supported by your collection, evaluation and analysis of secondary data and business intelligence. You will critically appraise and refine the academic literature you have used to produce a specific research question. From this activity, you will create a research plan and describe how you will apply a set of methods that relate to your research question. Your research should address a contemporary marketing or management issue in preparation for your Major Project.</p>	

6	Indicative Content
<ul style="list-style-type: none"> Workshops to introduce you to research methods and provide opportunities to apply research skills. Tutorials to review and discuss your work and progress. 	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
1	Critically evaluate the uses and limitations of a range of research methods/techniques, based on the suitability to any given research project.
2	Apply knowledge of primary and secondary research methods to design a research methodology.
3	Propose a realistic and relevant research plan.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1-3	x		

9	Breakdown Learning and Teaching Activities	
Learning Activities		Hours
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable		42
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		Unique to each occurrence.
Private Study (PS) includes preparation for exams		158
Total Study Hours:		200