Title of the Module/Unit	Research Methods for Business
Module/Unit Description In this section kindly provide a brief description of the module	This unit provides a comprehensive exploration of the methodologies and techniques essential for conducting rigorous business research and effectively analysing data. It equips students with the skills necessary to gather, evaluate, and interpret data to inform strategic decision-making and address complex business challenges. Through a combination of theoretical foundations, hands-on exercises, and practical applications, students will develop a deep understanding of research design, data collection, and quantitative analysis

Learning Outcomes	**Competences:**
Autonomy and Responsibility: Collaborate, comply, deal with, ensure, be responsible for, carry out tasks, guide, supervise, monitor, authorise, manage, create, produce, represent, advise, negotiate, sell, etc.	At the end of the module/unit the learner will have acquired the responsibility and autonomy to: a) Be responsible for designing rigorous research studies that align with business objectives and research goals. b) Manage data collection processes, ensuring accuracy, validity, and ethical considerations. c) Analyze quantitative data using appropriate statistical techniques to derive meaningful insights. d) Interpret research findings and relate them to strategic decision-making within business contexts. e) Collaborate effectively within research teams to collectively contribute to research design and execution.
Knowledge and Understanding: count, define, describe, draw, find, identify, label, list, match, name, quote, recall, recite, sequence, tell, write, etc. (Example of learning outcome structure: Action Verb + Object + Context *Identify basic different range of glassware and state their use.)*	**Knowledge:**
	At the end of the module/unit the learner will have been exposed to the following: a) Articulate the essential methodologies and techniques required for conducting sophisticated business research, emphasizing their foundational role in generating credible data and insights. b) Outline the comprehensive steps necessary for designing a robust research study, from the initial problem identification to the nuanced formulation of hypotheses.

	c) Analyze the critical principles of data collection methodologies, including a variety of sampling techniques and the ethical considerations integral to each.
Applying Knowledge and Understanding: apply, practice, demonstrate, show, plan, design, operate, assemble, use, construct, prepare, create, compose, arrange (Example of learning outcome structure: Action Verb + Object + Context *Apply principles of good practice to dispense, supply and administer medicinal products and other activities in a pharmacy.*)	d) Discuss the array of quantitative data analysis techniques commonly employed in business research, highlighting their application and significance in deriving meaningful conclusions. e) Detail the challenges and advantages associated with the utilization of research methods in formulating and informing strategic decision-making within a business context.

Skills:

At the end of the module/unit the learner will have acquired the following skills:

a) Apply research design principles to create rigorous research studies.

b) Practice data collection techniques and ensure data quality and integrity.

c) Evaluate quantitative data analysis using appropriate statistical tools.

d) Interpret research findings to provide meaningful insights for strategic decision-making.

e) Show the ability to collaborate within research teams and contribute to research execution.

Module-Specific Learner Skills
(Over and above those mentioned in Section B)

At the end of the module/unit the learner will be able to

a) Analyze research papers to assess the methodologies and techniques applied in business research.

b) Engage in hands-on exercises to practice data collection techniques and develop research protocols.

c) Apply critical thinking skills to interpret research findings and their implications for business strategies.

	Module-Specific Digital Skills and Competences
	(Over and above those mentioned in Section B)
	
	At the end of the module/unit, the learner will be able to
	
	    a) Utilize digital tools and databases to access and retrieve relevant research literature and resources.
	
	    b) Engage in online discussions and collaborative platforms to explore diverse perspectives on research methodologies.
	
	    c) Present research findings using digital tools for effective communication within the virtual learning environment.