

Title of the Module/Unit	Module Number 21: Business Research Methods / Module Reference MGT03
Module/Unit Description In this section kindly provide a brief description of the module	<p>This module will focus on the main research methods that are used when conducting any kind of research. The scope of this module is to introduce participants to the field of research, the requirements and objectives of research and the different aspects and types of research carried out. Participants will be exposed to the standard process normally applied in research projects, starting from choosing the area and subsequently the title of the research, leading to the problem description, literature review and choice of a research strategy. Participants will also be introduced to quantitative and qualitative research aspects and get the opportunity to apply these to a subject or issue of their choice.</p>
Learning Outcomes 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. 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 <i>Identify basic different range of glassware and state their use.</i>)	Competences: .
	<p>At the end of the module/unit the learner will be able to:</p> <ul style="list-style-type: none"> a) Compare between the different types of research methods available, differentiate between quantitative and qualitative methods, and apply these to a specific problem situation; b) Identify and describe a specific problem upon which research would need to be carried out, and all the relevant information that needs to be taken into consideration in such situations; c) Apply research methods to help individuals and organisations focus their efforts on handling specific issues; d) Practice sampling techniques in a research exercise, and explain how these contribute to the collection of data in the research process.
	Knowledge:
	<p>At the end of the module the learner will have been exposed to:</p> <ul style="list-style-type: none"> a) Apply research methods, focusing on identifying a research problem, how to define this and put together a problem description; b) Describe the main principles of research methodology, focusing on different methods that may be used to obtain results; c) Implement different methods of data collection, and decide which method(s) of data collection to implement in undertaking a specific research study;

<p>Applying Knowledge and Understanding: apply, practice, demonstrate, show, plan, design, operate, assemble, use, construct, prepare, create, compose, arrange</p> <p>(Example of learning outcome structure: Action Verb + Object + Context <i>Apply principles of good practice to dispense, supply and administer medicinal products and other activities in a pharmacy.</i>)</p>	<p>d) Assimilate different sampling and research methods to use in problem situations requiring research.</p>
	<p>Skills:</p>
	<p>At the end of the module the learner will have acquired the following skills:</p> <p>a) Carry out sample tests and observations to gather data required for research;</p> <p>b) Define a problem with all of its' main sub-issues that each require research and further understanding;</p> <p>c) Administer different research techniques involving both quantitative and qualitative research methods;</p> <p>d) Demonstrate different interviewing techniques that may be applied, and when to use structured, semi-structured and unstructured interviews for information gathering.</p>
	<p>Module-Specific Learner Skills <i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit the learner will be able to</p> <p>a) Apply the basics of research methods and illustrate their importance in defining and understanding how to deal with a specific problem;</p> <p>b) Adopt research tools to explain and select an appropriate course of action to take in implementing a research strategy;</p> <p>c)</p>
	<p>Module-Specific Digital Skills and Competences <i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit, the learner will be able to</p> <p>a) Apply statistical quantitative research techniques through the use of digital statistical applications;</p> <p>b) Prepare illustrative diagrams and comparisons from the statistical techniques applied in the respective research methods;</p> <p>c)</p>