

**UNIVERSITY OF CUMBRIA**

**COURSEWORK REASSESSMENT REQUIREMENT**

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| **Module Code:** MBAS7020 |
| **Module Title:** Business Research Methods |
| **Tutor:** Dr Justin Larner |
| **Title of the item of work:**  **Assessment Element:** All  **Assessment type:** Written assignment in two parts  **Weighting:** 100% |
| **Wordage:** 3,500 |
| **Research Methods Assignment Part 1 Brief**  Research Proposal (2,500 words +/- 10%) 70% weighting  Title of the research project  Your provisional title should be around ten words in length, and clearly and accurately indicate your proposed research project.  Abstract  The abstract is a concise statement of your intended research of no more than 150 words, setting out the problem that you want to investigate or the central question that you wish to address.  Introduction  In the introduction, consider who could be interested in your research topic, how much is already known about the problem and why it is important. Why is this research worth doing?  Short literature review  In this section, provide a critical overview of view of key elements of the literature, considering what are the most relevant theories, methods, debates and controversies.  Aims, objectives and research questions  The research question or questions are what your project aims to answer, while the research objectives specify how your project will answer the research question(s).  Justification of the research  The proposal should demonstrate the originality of your intended research. You should therefore explain why your research is important and how it builds on and adds to existing knowledge.  Philosophy, approach and methods of research  In this section, consider the tools and procedures will you use to collect and analyse your data. Justify your choices, why are these the best methods to answer your research question(s)?  Practicalities  In this section consider: - How much time will you need to collect the data. - How you will gain access to participants and sources of data. - Do you foresee any potential obstacles and if so, how will you address them? - How will you address ethical issues? - Provide a schedule of work in a Gantt chart or similar.  Include a list of references that you have used at the end of the research proposal, which will not contribute to the word count.  Word count  The word count includes the body of the work (i.e. the main text, including in-text quotations and in-text citations), within which all the learning outcomes should be demonstrated, but excludes the reference list, tables and the title of tables, graphs or other figures, and appendices.  Quotations should not normally be more than three lines of text, and are included in the word count.  Appendices should only be included where necessary and should not be used as an alternative location for the demonstration of learning outcomes, as the main body of the work should stand alone.  **Research Methods Assignment Part 2 Brief**  Reflection on Learning (1,000 words +/- 10%) 30% weighting  During the Research Methods module, maintain a learning journal for your private reflections on your potential research topic, philosophy, approach, strategies and methods. Then for the assessment submission, use appropriate theory or concepts to critically reflect further on your learning.  The submission should be written in the first person and structured as follows:  Introduction  - Describe how your research topic evolved throughout the Research Methods module. - Focus on one key event, incident or topic that was significant in your learning journey during the Research Methods module, and highlight why it was important to you.  Analysis of learning  - Explore in more detail the event, incident or topic you introduced in the introduction. - Use relevant theory or concepts (e.g. Gibbs Reflective Cycle, Schön Reflection in Action) to analyse your experience, critically reflect on it and synthesise new learning.  Conclusion  - Explain how the learning you gained will benefit you or why you appreciate it in your context. - Highlight and discuss how your new-found learnings will influence how you undertake the independent dissertation project.  Include a list of references that you have used at the end of the reflection on learning, which will not contribute to the word count.  Word count  The word count includes the body of the work (i.e. the main text, including in-text quotations and in-text citations), within which all the learning outcomes should be demonstrated, but excludes the reference lists, tables and the title of tables, graphs or other figures, and appendices.  Quotations should not normally be more than three lines of text, and are included in the word count.  Appendices should only be included where necessary and should not be used as an alternative location for the demonstration of learning outcomes, as the main body of the work should stand alone. |
| **SUBMISSION DATE AS PER STUDENT PORTAL**  ✓  To be submitted by ***16:00 PM*** on ***03/05/2024*** in accordance with instructions given by the course team.  To be submitted through the Virtual Learning Environment (Turnitin on Blackboard) in pdf/Word format.  ✓ |