

**UNIVERSITY OF CUMBRIA**

**COURSEWORK REASSESSMENT REQUIREMENT**

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| **Module Code: UCBP7020** |
| **Module Title: Research Methods for Business and Management** |
| **Tutor: Justin Larner** |
| **Title of the item of work: UCPB7020 Assignment 1 (Philosophy, Approach and Methods)**  **Weighting: 70%** |
| **Wordage: 3,150** |
| This assignment refers specifically to “the research onion” as defined in (Saunders, Lewis and Thornhill, 2012) and relies on three published academic papers:  Paper A: The success of a management information system in health care – A case study from Finland referenced as (Kivinen and Lammintakanen, 2012).  Paper B: "Extending the supply chain: integrating operations and marketing in the online grocery industry" referenced as (Boyer and Hult, 2005).  Paper C: A published research work (research article or Master/PhD dissertation) of your choice. It is recommended that you select a paper that is relevant to your chosen dissertation topic.  This assignment consists of two parts:  **Part 1: Research philosophy and approach – 30% of the marks – 1,350 words**  It refers specifically to the outer two layers (philosophy and approach) of the research onion.  Review the main philosophical positions and approaches defined in the two outer layers of “the research onion” and reflect critically on the advantages of these considerations for research in business and management.  Provide a critical analysis of the philosophical stance and the approach chosen by the authors in paper A, paper B, and paper C.  **Part 2: Research methods – 40% of the marks – 1,800 words**  It focuses on the next level of a research project also called research design. It includes the next three layers (research design) of the research onion: methodological choice, strategies, and time horizon.  Analyse and evaluate the research designs adopted by paper A, paper B, and paper C. This will include a reflection on the suitability of the types and characteristics of the chosen methods, the research strategies, and the time horizon adopted by the associated research projects.  Suggest alternatives that could be considered to answer the research questions and meet the research objectives of these three research projects.  Include a list of references at the end, which will be common to both parts. |
| **SUBMISSION DATE AS PER STUDENT PORTAL**  ✓  To be submitted by ***16:00 PM*** on ***05/05/2023*** in accordance with instructions given by the course team.  To be submitted through the Virtual Learning Environment (Turnitin on Blackboard) in pdf/Word format.  ✓ |