Module Code: STU33004

Module Name: Research Methods

ECTS Weighting: 5 ECTS

Semester taught: Semester 2

Module Coordinator: Nina Bresnihan

Module Learning Outcomes

On successful completion of this module, students will be able to:

- LO1. Define, distinguish and identify secondary and primary data sources;
- LO2. Access data on-line/off-line and in published forms;
- LO3. Define the objectives of a research project;
- LO4. Select an appropriate research design;
- LO5. Compare data sources, collection methods and methods of analysis;
- LO6. Carry out data collection;
- LO7. Analyse the data appropriately;
- LO8. Write up the findings;
- LO9. Summarise, interpret and, where appropriate make recommendations on the results;
- LO10. Present concise reports;
- LO11. Actively participate in conducting research as part of a group.

Module Content

This module introduces the research process. Starting with the formulation of a research question, it covers completing a literature review, choosing an appropriate research design, data collection, data analysis and how to communicate research findings. Working in groups, students put this into practice through the design and implementation of research into the feasibility of a business idea. The final output is a research-based business plan for their chosen idea.

Upon completing this course, students should have an understanding of the nature of the research process, drawing upon primary and secondary data sources; be able to locate, analyse and interpret quantitative and qualitative data; and to present the findings.

Teaching and Learning Methods

Lectures and Labs

Assessment Details

<table>
<thead>
<tr>
<th>Assessment Component</th>
<th>Brief Description</th>
<th>Learning Outcomes Addressed</th>
<th>% of total</th>
<th>Week set</th>
<th>Week due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essay</td>
<td>Literature Review</td>
<td>LO1, LO2, LO5</td>
<td>20%</td>
<td>2</td>
<td>4</td>
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<tr>
<td>Group Project</td>
<td>Preparation and presentation of a business plan and research report</td>
<td>LO1-LO10</td>
<td>60%</td>
<td>3</td>
<td>128</td>
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<tr>
<td>Participation</td>
<td>Participation in class and groupwork</td>
<td>LO11</td>
<td>20%</td>
<td>1</td>
<td>N/A</td>
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</table>

1 TEP Glossary
2 TEP Guidelines on Workload and Assessment
Reassessment Details
Individual research project (100%)

Contact Hours and Indicative Student Workload

<table>
<thead>
<tr>
<th>Contact Hours (scheduled hours per student over full module), broken down by:</th>
<th>33 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>lecture</td>
<td>22 hours</td>
</tr>
<tr>
<td>laboratory</td>
<td>11 hours</td>
</tr>
<tr>
<td>tutorial or seminar</td>
<td>0 hours</td>
</tr>
<tr>
<td>other</td>
<td>0 hours</td>
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<table>
<thead>
<tr>
<th>Independent study (outside scheduled contact hours), broken down by:</th>
<th>82 hours</th>
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</thead>
<tbody>
<tr>
<td>preparation for classes and review of material (including preparation for examination, if applicable)</td>
<td>22 hours</td>
</tr>
<tr>
<td>completion of assessments (including examination, if applicable)</td>
<td>60 hours</td>
</tr>
</tbody>
</table>

| Total Hours | 115 hours |

Recommended Reading List

Module Pre-requisites
N/A

Module Co-requisites
N/A

Module Website
N/A

Last Update
29/08/2019 by Nina Bresnihan