

MODULE DESCRIPTOR

Module Title

Methods, Metrics And Analytics

Reference	CBM839	Version	1
Created	March 2018	SCQF Level	SCQF 11
Approved	June 2018	SCQF Points	15
Amended	August 2017	ECTS Points	7.5

Aims of Module

The module provides students with an understanding of a range of research methods applicable to both academic enquiry and professional practice. Students will use a range of computational and non computational methods to gather, analyse and present data.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Identify a relevant and feasible research/project question and plan for the purposes of conducting an MSc Dissertation or an approved work-related project topic within a subject-relevant field or professional practice.
- 2 Explore, critically select and evaluate relevant research theory and knowledge of utility to professional practice relating to the objectives of the dissertation or project topic.
- 3 Design and critically evaluate feasible and appropriate methods, tools and techniques for piloting, gathering, prototyping, analysing and presenting data in a form appropriate to the research/project context.
- 4 Demonstrate self-sustaining and cogent research and project management skills at an appropriate level, developing a critical understanding of the legal and ethical considerations in the collection and management of data.
- 5 Critically appraise, where appropriate, the quality and value of research/project related outcomes in professional practice.

Indicative Module Content

Identifying researchable issues/project directions in an academic/professional context, in support of planning, decision-making, policy analysis and practical implementation; searching for academic/professional literature and managing references; the impact of research in theory and practice; research methodologies and principles; qualitative and quantitative approaches and rationale for primary and secondary data collection (e.g. case studies; action research; surveys; historical research; ethnographic and cross-cultural approaches; web analytics); data collection techniques for primary and secondary data (e.g. questionnaire, observation and interview design); data analysis, interpretation and presentation (e.g. application of statistical techniques; coding, categorising and pattern seeking in qualitative data; tabulation and graphing; visualisation principles, tools and techniques, digital methods, social network analysis; scraping web data; planning organising and managing a research project (e.g. time and task management; costing research; organising fieldwork and contacts); consent, confidentiality and ethical issues; research/project writing.

Module Delivery

The module is delivered via lectures and talks, groupworks and seminars, lab practical exercises, tutorials, case studies and the preparation of a research/project proposal under supervision. On-campus taught delivery hours are denoted below as full-time. Online distance learning delivery is denoted as part-time. For part-time distance learning students: the student is provided with a guided learning programme. The student is, accordingly, expected to take full responsibility for their own learning.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	3
Non-Contact Hours	114	147
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5
Description:	Individual Written Assessment				

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 DAWSON, C., 2009. *Introduction to research methods: a practical guide for anyone undertaking a research project*. 4th ed. Oxford: How to Books. *ebook*
- 2 CRESWELL, J., W., 2014. *Research design: qualitative, quantitative, and mixed methods approaches*. 4th. ed. Thousand Oaks, CA: Sage.
- 3 MAYER-SCHONBERGER, V. and CUKIER, K., 2013. *Big data: a revolution that will transform how we live, work and think*. London: John Murray.
- 4 PRELL, C., 2012. *Social network analysis: history, theory and methodology*. Los Angeles: Sage. TUFTE, E., 2001. *The visual display of quantitative information*. 2nd ed. Cheshire, Conn.: Graphics Press.
- 6 DENSCOMBE, M., 2010. *The good research guide: for small-scale social research projects*. 4th ed. Milton Keynes: Open University Press. *ebook*
- 7 YIN, R.K., 2014. *Case study research: designs and methods*. 5th ed. London: Sage Publications.
- 8 SAUNDERS, LEWIS, P. and Thornhill. A., 2016. *Research methods for Business Students*. 9th Ed. Harlow, Essex: Pearson Education Limited.