

MODULE DESCRIPTOR

Module Title

Methods, Metrics and Analytics

Reference	CBM839	Version	3
Created	April 2021	SCQF Level	SCQF 11
Approved	June 2018	SCQF Points	15
Amended	September 2021	ECTS Points	7.5

Aims of Module

The module provides students with an understanding of different research methods applicable to both academic enquiry and professional practice. Students will use a range of qualitative and quantitative 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 approved work-related research/project topic, within a subject-relevant field or professional practice.
- 2 Critically evaluate relevant research theory and knowledge of utility to professional practice, relating to the objectives of the research or project topic.
- 3 Design and critically appraise 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; exploring the impact of research in theory and practice; reviewing methodologies and principles; selecting from qualitative and quantitative approaches and justifying the rationale for primary and/or secondary data collection (e.g. case studies, action research, survey, historical research, ethnographic and cross-cultural approaches, web analytics); critically reviewing data collection techniques for primary and secondary data (e.g. questionnaire, observation and interview design, textual and visual research); selecting data analysis, interpretation and presentation methods (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 media analysis, 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, groupwork 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 calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
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.

ADDITIONAL NOTES

Students who engage with this module through attendance and participation will be exposed to the following Meta Skills: Critical Thinking, Focusing and Initiative.

INDICATIVE BIBLIOGRAPHY

- 1 DAWSON, C., 2019. *Introduction to research methods*. 5th ed. London: Robinson.
- 2 CRESWELL, J., W., CRESWELL, J.D. 2018. *Research design: qualitative, quantitative, and mixed methods approaches*. 5th. ed., Los Angeles: SAGE Publications.
- 3 FIELDING, N.G, LEE, R.M and BLANK, G. 2017. *The SAGE Handbook of Online Research Methods*, London: SAGE Publications.
- 4 SLOAN, L. AND QUAN-HAASE, A., 2017, eds., *The SAGE handbook of social media research methods*, London: SAGE Publications.
- 5 PAUWELS, L. et al. 2019. *The SAGE Handbook of Visual Research Methods* 2nd ed., London: SAGE Publications.
- 6 DENSCOMBE, M., 2017. *The good research guide: for small-scale social research projects*. 6th ed. London: Open University Press, McGraw-Hill Education.
- 7 YIN, R.K., 2018. *Case study research and applications: designs and methods*. 6th ed. London: Sage Publications.
- 8 SAUNDERS, M.N.K., LEWIS, P. and THORNHILL. A., 2019. *Research methods for business students.*, 8th ed., Boston: Pearson.