



UNIVERSITY OF WALES: TRINITY SAINT DAVID
PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

School of Business

London Campus

Approaches to Research and
Academic Communication
LCDB7000

AIM(S)

To prepare the student to participate in academic research and scholarly discussion.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- critically reflect on the role of theory, epistemology, ontology and axiology in shaping and interpreting research;
- critically discuss approaches to reliability, validity and bias in social research;
- fully examine the ethical considerations in social research, and develop research designs that meet a high standard of ethical practice;
- critically analyse communications, and communicate scholarship effectively.

INDICATIVE CONTENT

This module develops an in-depth understanding of the philosophy, practice and communication of applied academic research. To this end, students will study the following:

- theory, paradigms, epistemology and ontology – the philosophical underpinnings of research;
- positionality and bias in research;
- reading and evaluating research publications;
- study design – qualitative and quantitative methodology; measurement; experimental, quasi-experimental and naturalistic studies; causality and causal inference; sampling; common pitfalls and problems;
- making sense of data – approaches to data analysis, using theory to interpret data;
- ethics in social research;
- generating theory;
- making a contribution – What makes an original and important research question?; linking to other research; applied social research; developing recommendations for evidence-based practice;
- academic communication – academic conventions and styles of communication; conference presentations; journal and report writing; peer reviewing; presenting academic research to non-academic audiences.

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	60	20%
Independent learning	240	80%
Placement learning	0	0%
TOTAL	300	100%

Assessment Component 1 - Coursework

Mode of assessment	Volume	Weighting
Portfolio	5000 words	60%

Assessment Component 2 (Practical) - Presentation

Mode of assessment	Volume	Weighting
Presentation	10 minutes	40%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	60%
Practical	40%
TOTAL	100%

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ASSESSMENT

ASSESSMENT

Portfolio containing oral and written components, equivalent to 7,500 words in total – 100%

Task:

Choose a well-focussed topic in your field of interest. You are to prepare a critical review of the research carried out on this topic over the past ten years, in which you also fully examine the epistemological, ontological and ethical issues in this research. Your portfolio should consist of the following:

- A critical literature review and bibliography of key research carried out on your topic over the last ten years. (Note that you may also include older references if they are considered foundational for the more recent research.) (5,000 words, 60%)
- A detailed discussion of **one** of the research studies mentioned in your literature review, focusing on research philosophy, ethics, reliability and validity. (1,500 words, 20%)
- A thirty-minute oral defense (viva) of your research

Assignment Assessment Criteria

The assessment criteria below will be used to measure these learning outcomes:

1. critically reflect on the role of theory, epistemology, ontology and axiology in shaping and interpreting research;
2. critically discuss approaches to reliability, validity and bias in social research;
3. examine fully the ethical considerations in social research and develop research designs that meet a high standard of ethical practice;
4. critically analyse communications and communicate scholarship effectively.

Assessment Criteria	Learning Outcome	% of Overall Marks
Literature review (50%):		
Identification and selection of appropriate research papers	4	10%
Thematic structure	1, 2, 3, 4	10%
Critical evaluation	1, 2, 3, 4	20%
Writing clarity, style, grammar, correct use of Harvard referencing	4	10%
Detailed discussion of 1 paper (30%):		
Understanding of research philosophy	1	10%
Critical discussion of ethical and methodological issues	2, 3	10%
Writing clarity, style, grammar	4	10%
Oral presentation 20%:		
Presentation skills (Clarity, audibility, enthusiasm)	4	10%
Ability to respond to questions	1, 2, 3, 4	10%
TOTAL		100%

READING LIST

Module Code	LCDB7000	
Module Title	Approaches to Research and Academic Communication	
Classification	Reading List entry	Electronic*
Essential	Costley, C., Elliott, G. and Gibbs, P. (2010) <i>Doing Work based Research: approaches to enquiry for insider-researchers</i> . London: Sage	☒
Essential	Dunleavy, P. (2003) <i>Authoring a PhD: How to Plan, Draft, Write and Finish a Doctoral Thesis or Dissertation</i> . Houndmills: Palgrave Macmillan.	☒
Essential	Grix, J. (2010) <i>The foundations of research</i> . 2 nd ed. Houndmills: Palgrave Macmillan.	☐
Essential	Wellington, J., Bathmaker, A., Hunt, C., McCulloch, G. and Sikes, P. (2005) <i>Succeeding with your doctorate</i> . London: Sage.	☒
Further	Arbnoor, I. and Bjerke, B. (2008) <i>Methodology for Creating Business Knowledge</i> . 3 rd ed. London: Sage.	☒
Further	Babbie, E. (2009) <i>The Practice of Social Research</i> . Wadsworth: Cengage Learning.	☒
Further	Bell, J. (2010) <i>Doing your research project</i> . (5th edition) Maidenhead: Open University Press.	☒
Further	Blaxter, L., Hughes, C. and Tight, M. (2010) <i>How to research</i> . Buckingham: Open University Press.	☒
Further	Bryman, A. (2012) <i>Social Research Methods</i> . Oxford: Oxford University Press.	☐
Further	Bryman, A. (ed) (1988) <i>Doing research in organisations</i> . London: Routledge.	☒
Further	Campbell, A. and Groundwater-Smith, S. (2007) <i>An ethical approach to practitioner research</i> . London: Routledge.	☒
Further	Clarke, A. and R. Dawson (1999) <i>Evaluation Research: An Introduction to Principles, Methods and Practice</i> . London: Sage.	☒
Further	Costley, C. and Armsby, P. (2007) 'Methodologies for undergraduates doing practitioner investigations at work' <i>Journal of Workplace Learning</i> 19 (3), 131-145.	☒
Further	Easterby-Smith, M., Thorpe, R. and Jackson, P (2012 4 th ed) <i>Management Research</i> , London: Sage.	☐
Further	Fox, M., Martin, P. and Green, G. (2007) <i>Doing Practitioner Research</i> London: Sage.	☒
Further	Gibbons, M., Limoges, C., Nowotney, H., Schwarzman, S., Scott, P. & Trow, M. (1994). <i>The new production of knowledge: The dynamics of science and research in contemporary societies</i> . London: Sage.	☒
Further	Gill, G and Johnson, P. (2011 rpr) <i>Research Methods for Managers</i> , London: Sage.	☐
Further	Hammersley, M. (ed), (1993) <i>Social Research: Philosophy, Politics and Practice</i> . London: Sage.	☐
Further	Hart, C. (1998) <i>Doing a Literature Review</i> . London: Sage.	☐
Further	Kendon, S., Pain, R. and Kesby, M. (2007) <i>Participatory action research approaches and methods</i> . London: Routledge.	☐
Further	Newman D and Brown R (1996) <i>Applied Ethics for Programme Evaluation</i> . Thousand Oakes, CA: Sage.	☐
Further	Robson, C. (2016) <i>Real World Research</i> . 4 th ed. Chichester: John Wiley and Sons.	☐
Further	Saunders M N K (2012) <i>Research Methods for Business Students</i> . 6 th ed. London: Pitman.	☐
Further	Schön, D. A. (1987). <i>Educating the Reflective Practitioner</i> . San Francisco: Jossey-Bass.	☐

Further	Schostak, J. and Schostak, J. (2008) <i>Radical research: Designing, developing and writing research to make a difference</i> . London: Routledge.	☐
Further	Teddlie, C. and Abbas, T. (2009) <i>Foundations of Mixed Methods Research</i> London: Sage.	☐
Further	Thomson, A. (2009) <i>Critical reasoning: A practical introduction</i> . 3 rd ed. London: Routledge.	☐
Further	Williams, M. (2000) <i>Science and Social Science</i> . London: Sage.	☐
Further	Journals Candidates will learn to identify significant journals in their areas of interest. In addition the following methodological journals to which TSD has subscriptions may be of use: <i>Academic Research Journal</i> <i>Action Research</i> <i>Electronic Journal of Business Research Methods</i> <i>Field Methods</i> <i>Journal of Academic Writing</i> (open source) <i>Journal of Mixed Methods Research</i> <i>Journal of Research Practice</i> <i>Journal of Workplace Learning</i> <i>Methodology: European Journal of Research Methods for the Behavioural and Social Sciences</i> <i>Practitioner Research in Higher Education</i>	☐
Further	Websites Methodspace http://www.methodspace.com/ Vitae http://www.vitae.ac.uk	☐