Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

LEVEL/ LEFEL 7

SEMESTER: JUNE 18 TERM

MODULE CODE/ COD Y MODIWL: SBPD7002

QUALITATIVE RESEARCH

ASSESSMENT TYPE/ MATH O ASESU: ASSIGNMENT

ASSESSMENT/COMPONENT/ ASESIAD/CYDRAN: 1

COMPONENT WEIGHTING/ PWYSAU'R CYDRAN: 100 %

WORD COUNT/ NIFER Y GEIRIAU: 6000 -7000 WORDS

MODULE TUTOR / TIWTOR Y MODIWL: Dr John Paul OKEKE

SUBMISSION DETAILS/ MANYLION CYFLWYNO:

- **Make sure that Your Name , Your Student Number, Your Module Title, Assignment Title and Your Module Lecturer's Name are clearly shown on the front page of your assignment**
- **All assignments must be submitted electronically to Moodle.**
- **DO NOT put this form into Turnitin or it will match many similarities with other students' submissions.**

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DBA ASSIGNMENT SPECIFICATION

Programme:	**DBA**		
Lecturer:	**Dr. John Paul OKEKE**	**Internal Verifier:**	**Dr S.T. Sommerville**
Assignment Title:	**Qualitative Research**		
Hand Out Date:	**The 4th Week of Term**	**Submission deadline:**	**Please refer to the assessments schedule published on Students' Hall in Moodle and the Assessment Board on campus**

• **Referencing:**	In the main body of your submission you must give credit to authors on whose research your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have read or quoted in order to complete this assignment (e.g. for books: surname of author and initials, year of publication, title of book, edition, publisher: place of publication).

Late submission will result in a late penalty mark, as follows:
Up to one week late, maximum mark of 50% for first attempts and 0% for resubmissions. No work will be accepted more than one week after the submission deadline
(Academic Quality Handbook 2016/17 7.5 (5))

Module Aim

- To provide a comprehensive grounding of the rationale and principles of qualitative research data collection, analysis and interpretation.
- To equip candidates with the knowledge required to undertake qualitative research at doctoral level.

LEARNING OUTCOMES

Learning Outcomes By the end of this module students should be able to:

• Critically consider the underpinnings of qualitative research principles and be able to recognise strengths and limitations of qualitative research techniques (1).

• Critically assess the contexts appropriate for qualitative research techniques, and be able to apply qualitative data collection and analysis techniques in order to address a research question (2).

- To generate a preliminary research proposal around some topic of interest that will culminate in a research presentation and paper (3).

TASK DESCRIPTION :

Part 1: Evaluating current research

- You will choose an article from a top journal in your field that uses a qualitative methodology.
- You should verify with the module leader that your chosen article is appropriate (this may be done verbally during classes).
- If your field has embraced qualitative methods and you have many articles to choose from, you should choose an article that employs a method that is of particular interest to you.
- If possible, choose an article that is related to your proposed research.
- Write a critical review of this article on qualitative research **(2,500 - 3,000 Words)**

You should include in your review:

- 1. The full citation
- 2. The philosophy and theoretical perspective being employed
- 3. The data collection method(s) used
- 4. A critique of the methods used

Part 2: Proposal/Data Collection/Analysis

- You will identify a research topic that can be addressed using qualitative data collection techniques. Confirm your choice of research question with the module leader (can be done verbally in class).
- In this stage, you will need to identify how this research question is grounded in existing literature AND how your question fills a gap or contradicts existing thinking.
- You must propose a data collection guide that highlights the three data techniques you plan to employ. This means your mean data collection / data analysis / data validation
- You must then present a *preliminary* analysis of findings that includes initial insights about the topic and possible refinements to the topic that may emerge.
- Write a critical review of this article on qualitative research **(2,500- 3,000 Words)**

Your proposal should include the following;

- Abstract
- b. Research questions {include Aims and Objectives}
- c Research Philosophy
- d. Literature review
- e. Description of context and participants
- f. Explanation of data collection steps
- g. Explanation of data analysis

- h. Preliminary findings
- i. Discussion that emerged from findings
- j. Appendix with your personal reflections

Part 3: Paper Presentation

On the last day of class, each person will have fifteen minutes to present the findings from his/her research paper.

- Develop a professional presentation that would be worthy of an academic conference.

Assessment Criteria	Learning Outcome	% of Overall Marks
Evaluating current research (40%):		
The philosophy and theoretical perspective being employed	1, 2,	10%
The data collection method(s) used	1, 2	10%
A critique of the methods used	1, 2,	15%
Strengths & limitations of QR Article	1, 2,	5%
Proposal/Data Collection/Analysis (40%):		
Application of QR techniques to a research question	2	10%
Literature review	2	5
Critical discussion of selected data collection method/s	2	10%
Critical discussion of ethical and methodological issues in your proposal	2	5%
Writing clarity, style, grammar	2	5%
Personal reflections	2	5%
Paper presentations (20%)	2, 3	20%
TOTAL		100.00%