



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

LEVEL/ LEFEL 7

SEMESTER: JUNE 19 TERM

MODULE CODE/ COD Y MODIWL: LCDB7003

QUALITATIVE RESEARCH

ASSESSMENT TYPE/ MATH O ASESU: ASSIGNMENT

ASSESSMENT/COMPONENT/ ASESIAID/CYDRAN: 1

COMPONENT WEIGHTING/ PWYSAU'R CYDRAN: 100%

WORD COUNT/ NIFER Y GEIRIAU: 7500 WORDS

MODULE TUTOR / TIWTOR Y MODIWL: Suman Saha

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:	<u>DBA</u>		
Lecturer:	Suman Saha	Internal Verifier:	Dr John-Paul Okeke
Assignment Title:	Qualitative Research		
Hand Out Date:	The 2 nd 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 in 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

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).

TASK DESCRIPTION

PART 1: CREATE A RESEARCH PLAN

- Create a plan that outlines a research study and the associated qualitative method(s) you will use to analyse the data collected in the research study.
- This research plan must include an abstract, introduction, literature review, methods section, and an expected conclusion.
- In writing your literature review, you will need to identify how your work is grounded in existing literature AND how your proposed research fills a gap or contradicts existing thinking.
- You must demonstrate in-depth understanding of the associated qualitative methods that guide the proposed study.
- 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.

Word limit: **(6,000 Words)**

Your research plan and selected topic **should** include the following;

- Abstract – this is a relatively short piece, no more than **one page** in length (double spaced), where you summarize the paper. In it, you will give a brief description of the research study to be done. This piece of the proposal should be written in such a way that the reader of your Research Plan will be **interested in your proposal** and want to read further to find out the details.
- Introduction – this is where you introduce the study. Here you discuss the problems, going from general to more specific, that lead to the hypothesized investigation, solution, and proposal to conduct research on the hypothesis or hypotheses.

Literature Review – in this section, you should present existing information regarding your topic. You will present summaries of articles and their findings that support the background leading up to your study, or any aspect of the research proposed.

- Method – here you tell the reader how you will gather the data that you will use to test your hypothesis or hypotheses in your research study, as well as all qualitative research procedures you'll use to gather and evaluate your data. Your target audience and the specific research techniques that you will use should be identified in this section of the paper.
- Expected Conclusions – using charts, graphs, and any analyses you think are appropriate for this proposal. Note that you have not collected data however, secondary sources can be vital to your discussions here. Write a summary description, critique, evaluation, and comparison of the qualitative research technique(s). Discuss

each method's procedures, strengths and weaknesses, typical findings, best applications, and the unique qualities of each.

Part 2: Reflective Essay

It could be argued that qualitative and quantitative analysis involve different approaches, skills and mindsets. However, one could equally argue the opposite that they both rely on gaining understanding by organising and interpreting information that has been collected.

The reflective essay for the module provides space for you to reflect on the process of undertaking both qualitative and quantitative analysis.

The kinds of issues you might like to consider include:

- Which you found easier to use (and why)?
- Which you would prefer to use in your doctoral research, and why?
- Any similarities and differences between them you have identified in the light of your experience (beyond one using numbers and one using words!)

Word limit: (1,500 words).

Total word count is 7500 words which makes 100% of the assessment.

Assessment Criteria	Learning Outcome	% of Overall Marks
Part 1: Create a Research Plan (90%)		
Application of Qualitative Research techniques to a research plan.	1, 2	20
Literature review.	1, 2	15
Critical discussion of selected data collection method/s.	2	25
Critical discussion of ethical and methodological issues in your proposal.	2	25
Writing clarity, style, grammar.	2	5
Part 2: Reflective Essay (10%)		
Reflective Essay.	1, 2	10
TOTAL		100