



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/ ASESAD/CYDRAN: 1

COMPONENT WEIGHTING/ PWYSAU'R CYDRAN: 100_%

WORD COUNT/ NIFER Y GEIRIAU: 6000 -7000 WORDS

MODULE TUTOR / TIWTOR Y MODIWL: Dr Allison Wylde

SUBMISSION DETAILS/ MANYLION CYFLWYNO:

- You must include **Your Name** , **Student Number**, **Module Title**, Assignment Title and Your Module Lecturer's Name on the front page of your assignment
- All assignments must be submitted electronically to Moodle.
- DO not submit this form to Turnitin it will automatically match many similarities with other students' submissions.



DBA ASSIGNMENT SPECIFICATION

Programme:	DBA		
Lecturer:	Dr. Allison Wylde	Internal Verifier:	To be confirmed
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. At the end of your submission include a list of references that indicates the books, articles, etc. that you have read or quoted in order to complete this assignment (students must follow the university guidance on citation style).		
<u>Late submission will result in a late penalty mark, as follows:</u> 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 DESCRIPTIONS:

Part 1: Evaluating current research (2,500 - 3,000 Words, weighting 40%)

- 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)**

Your review should include:

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 (2,500- 3,000 Words, weighting 40%)

- 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;

1. Abstract
2. Research questions (include Aims and Objectives)
3. Research Philosophy
4. Literature review
5. Description of context and participants

6. Explanation of data collection steps
7. Explanation of data analysis
8. Preliminary findings
9. Discussion that emerged from findings
10. Appendix with your personal reflections

Part 3: Paper Presentation (15 minutes, weighting 20%)

On the final day each student will have fifteen minutes to present the findings from his/her research paper.

- Develop a professional presentation to the standard of an academic conference.

Assessment Criteria	Learning Outcome	Weighting of criteria %
Evaluating current research (40%)		
The philosophy and theoretical perspective being employed	1, 2,	25%
The data collection method(s) used	1, 2	25%
A critique of the methods used	1, 2,	38%
Strengths & limitations of QR Article	1, 2,	13%
<u>Total</u>		<u>100%</u>
Proposal/Data Collection/Analysis (40%)		
Application of QR techniques to a research question	2	25%
Literature review	2	12%
Critical discussion of selected data collection method/s	2	25%
Critical discussion of ethical and methodological issues in your proposal	2	12%
Writing clarity, style, grammar	2	12%
Personal reflections	2	14%
<u>Total</u>		<u>100%</u>
Paper presentation (20%)		
To standard	2, 3	100%
<u>Total</u>		<u>100%</u>