

MODULE DESCRIPTOR

MODULE TITLE	Research Methods for Applied International Business Communication				
MODULE CODE	EB3891 (L6)	HECOS CODE	101109	CREDIT VALUE	20 credits
DATE OF APPROVAL	March 2023			VERSION NUMBER	1
SCHOOL	Psychology & Humanities		PARTNER INSTITUTION	SUIBE, SCOPE City University HK	

RELATIONSHIP WITH OTHER MODULES

Co-requisites		Pre-requisites		Excluded Combinations	EB3990
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MODULE AIMS

The aims of the module are:

- to enable students to develop the academic, practical and personal skills required to carry out a research project involving the selection of appropriate research methods, the analysis, interpretation and presentation of data, and where appropriate the critical review and comparison of relevant concepts and models drawn from an area of corporate communication in business and management;
- to effectively communicate the nature, rationale and outcomes of a proposed research project, draw conclusions and/or make recommendations appropriate to the objectives of this project

MODULE CONTENT

This module consolidates and enhances what is learned elsewhere on the programme, allowing students both to further develop the linguistic, communication and general analytical skills developed in the core language modules, whilst at the same time drawing on and extending their understanding of international business and management by researching a particular area in depth.

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1.	identify and define a research area and select appropriate research tools;
2.	demonstrate the skills and understanding to conduct systematic research by collecting relevant material from appropriate primary and/or secondary sources
3.	synthesise and critically analyse information, ideas and arguments collected from primary and/or secondary sources
4.	present a sustained argument in English in accordance with academic conventions
5.	demonstrate the ability to reflect on and plan for improved personal performance in the management of a research project.

ASSESSMENT METHODS

Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount	Category of assessment	Conducted within central examination period	Learning Outcomes being assessed
1	Individual oral	30%	10 minutes	Practical Assessment	N	2,5
1	Literature Review, Research Methodology chapter, discussion and conclusion (Appendices to include all presentation of data)	70%	3,000 words	Coursework	N	1-4

MODULE PASS REQUIREMENTS

To pass this module you must achieve a mark of 40% or above, aggregated across all the assessments.

APPENDIX

MODULE CODE: EB3891 (L6)
MODULE TITLE: RESEARCH METHODS FOR APPLIED INTERNATIONAL BUSINESS COMMUNICATION

LOCATION OF STUDY: UNIVERSITY MAIN CAMPUS (PRESTON), SUIBE, SCOPE, CITY UNIVERSITY HK

MODULE TUTOR(S)	Paul Knowles
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MODULE DELIVERY - DURATION		Semester 1		Semester 2		Semester 3	
		Semester 1 & 2		X	Semester 2 & 3		
		Semester 1,2, & 3					
	Other (please indicate pattern of delivery)						

MODULE LEARNING PLAN

LEARNING, TEACHING AND ASSESSMENT STRATEGY	
<p>The combination of Scheduled Learning and Teaching Activity and Guided Independent Study will ensure that students have access to a wide range of learning and teaching resources, both inside and outside the classroom, thereby helping them to achieve success on the module.</p> <p>The module will be delivered in the form of tutor-led seminars and workshops backed up with additional tasks and material on Blackboard. Students will work on their research project through a series of tasks and will have individual consultations with tutors for feedback.</p> <p>Each element of assessment within the module maps on to the aforementioned Learning Outcomes, thereby enabling students to consolidate and develop research competence in accordance with the academic standards of the discipline.</p>	
SCHEDULED LEARNING AND TEACHING ACTIVITY	
<p>There will be 48 hours of Scheduled Learning and Teaching Activity for this module delivered across the year (generally 2 hours per week over 12 weeks over 2 semesters).</p> <p>Learning and teaching will take place in scheduled seminars where students will work individually and in groups on case studies and other class exercises such as, note taking, group work, pair work, discussions, analyses and presentations relating to business and management research skills and methods.</p> <p>All skills are transferable, so that students are able to develop their employability potential while at the same time improving their knowledge of research strategies. Skills acquired include: Business skills; communication skills; problem solving; personal development; subject skills; research skills; team working; project planning and evaluation; innovation; sector skills; and reflection.</p>	
TOTAL SCHEDULED LEARNING HOURS	48
GUIDED INDEPENDENT STUDY	
<p>As well as the above hours of Scheduled Learning and Teaching Activity, students will be required to engage in Guided Independent Study throughout the duration of the module. This work serves to continue and enhance that undertaken during the module's Scheduled Learning and Teaching Activity and allows students to further develop both topic-specific and other transferable skills, thereby contributing towards their future employability.</p> <p>The type of study undertaken includes:</p> <ul style="list-style-type: none"> • Reading for the lecture/seminar 	

<ul style="list-style-type: none"> • Collecting data for assignments • Writing, editing and revising of assignments 	
TOTAL GUIDED INDEPENDENT STUDY HOURS	152
PLACEMENT/YEAR ABROAD/WORK-BASED LEARNING	
TOTAL PLACEMENT/YEAR ABROAD/WORK-BASED LEARNING HOURS	
TOTAL STUDENT LEARNING HOURS	200

BIBLIOGRAPHY AND LEARNING SUPPORT MATERIAL

The bibliography for this module is available via the on-line reading list – click on the link below:
www.uclan.ac.uk/readinglists