

Irish American University

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(MIB504 / MBA503) Designing and Conducting Research

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COURSE OBJECTIVES & LEARNING OUTCOMES

The course is designed to help students develop the knowledge and skills required in order to design and conduct a research project at masters level.

By the end of course you will have gained the following knowledge/skills:

- Understanding of different research approaches
- How to define and refine research questions
- Planning/designing a research project
- Analytical Techniques

TEACHING METHOD

The course utilises a flipped classroom approach

Lessons consist of PowerPoints with audio recordings on every slide

You **MUST** watch these prior to the lesson

Classes mainly will be an opportunity for:

- Questions
- Discussions
- Practical Exercises

Attendance is mandatory: **80% attendance** is required to be able to pass

MODULE ASSESSMENT

The course has two major assignments:

1. Group Assignment: Action Research Proposal
 - I. The actual proposal (40%)
 - II. Presentation on Progress (10%)
2. Individual Assignment: SPSS Interpretation
 - I. Short Research Paper (30%)
3. Online Engagement, Attendance & Participation (20%)

GROUP ASSIGNMENT: ACTION RESEARCH

Due Date: 20th November 2020 5pm

Submit Electronic Copy ***only*** to: rysw@tcd.ie

Late Penalty of -3% per day

Extensions can be requested but require valid reasoning (i.e. medical illness with a medical certificate)

GROUP ASSIGNMENT: ASSIGNMENT BRIEF

In groups of 2-3 students, you will study two short hypothetical video scenarios that depict ineffective intercultural relationships (these videos will be posted in week 2 of the course)

Assignment: develop an action research plan to diagnose, understand and solve the relationship problems

Your research should use a mixed methods approach (see week 2 and 4 & 5)

Do not forget to use ***appropriate*** references in the APA style format

GROUP ASSIGNMENT: PRESENTATION

- Week 7: presentation of you preliminary AR project
- The presentation will be 15 minutes maximum, evenly divided over the group members
- Talk about the project you devised so far:
 - What is the problem?
 - Diagnosis of the problem?
 - Plan for implementing and evaluating some action?
 - What research methods?
- Presentation = verbal summary of your written proposal

CALENDAR

Week	Topics (Online Independent Learning)	Activities (In Class Practical)
1	What is Research?	Course & Assessment Overview Learning Format Action Research Project Group Formation
2	Approaches to Research Action Research	Action Research Applied Learning Scenario & Assignment Discussion

3	Conducting A Literature Review Writing a Research Proposal Writing a Research Report Language Guidelines	Common Writing Mistakes Research Protocol
4	Primary Data Collection Methods: Primary vs Secondary Data Questionnaires & Surveys	Operationalising Variables Survey Critique
5	Experiments Interviews & Focus Groups Observation	Observational Study Critique
6	Research Ethics Sampling Techniques	Research Proposal Presentations
8	Levels of Measurement Basic Descriptive Statistics	Descriptive Statistics
9	Principles of Inferential Statistics:	Principles of Inferential Statistics Individual Assignment
10	Inferential Statistics	Inferential Statistics SPSS/PSPP Introduction
11	SPSS practical	SPSS/PSPP Practical
12	Advanced Statistical Techniques	General Questions Individual Assignment

COURSE MATERIALS

All materials will be on Moodle