**BTEC LEVEL 7: UNIT 16**

**Research Methods for Strategic Managers**

Unit Code: R/602/2422

QCF Level 7: BTEC Professional

Credit Value: 15

Guided Learning Hours: 20

**AIM**

This unit provides the learner with an understanding of the methods and techniques used and required when carrying out formal research. The unit addresses a variety of research methodologies and offers the learner the opportunity to develop research skills.

**Research Requirements**

**CASE:**

Construct an organization to be used as the case for the study of strategic management and leadership competencies, styles, strategies and models.  This organization is a representation of the firm you work or have access to understudy (internship opportunity) for a sustained period to fulfill the requirements of this program. You are a senior manager and will help the company to apply suitable management and leadership strategies to get the best out of people in their roles and in ways that are closely aligned to organizational objectives.

For Unit 16: Research Methods for Strategic Managers you will:

* Be required to propose a unique research question related to an area of professional business practice that interests them and will add to their professional development. You will carry out a literature review on the topic, critically evaluating its relevance to their research question.
* Understand the techniques, both quantitative and qualitative, used in research to analyze data. You will then select an appropriate research methodology for your question, and record and present your findings.

**Your review of literature, findings, recommendations and conclusions must underpin the research purpose. You must demonstrate:**

1. Understanding of how to select a research question
2. Ability to conduct a literature review
3. Understanding of techniques used to interpret data in a research proposal
4. Ability to choose the appropriate methodology to research the question
5. Ability to present the findings of a research proposal

**See the submission deadlines for Term Papers 1, 2, 3 & 4 on the webpage/iTutor**

 **UNIT 16: *Please Answer the Following Questions***

|  |  |  |  |
| --- | --- | --- | --- |
| **PERIODS** | **Learning outcomes** On successful completion of this unit a learner will: | **Assessment criteria for pass** | **Grade** |
| **LESSONS 1 & 2****TERM PAPER 1****TASK:** Conduct a research on **how to select a research question** AND Prepare a Report of the findings and recommendations to your clients. In the report you will: | 1.1 select a research question |  |  |
| 1.2 explain the factors that contribute to the process of successful research question selection |  |  |
| 1.3 justify their choice of research question |  |  |
| **LESSONS 3 & 4****TERM PAPER 2****TASK:** Conduct a research on **how to conduct a literature review** AND Prepare a Report of the findings and recommendations to your clients. In the report you will: | 2.1 conduct research to find literature relevant to the research question |  |  |
| 2.2 undertake a critical review of the key literature for inclusion in a research proposal |  |  |
| **LESSONS 5 & 6****TERM PAPER 3****TASK:** Conduct a research on **techniques used to interpret data in a research proposal** AND Prepare a Report of the findings and recommendations to your clients. In the report you will: | 3.1 evaluate techniques for use with quantitative data in a research proposal |  |  |
| 3.2 evaluate techniques for use with qualitative data in a research proposal |  |  |
| **LESSONS 7 & 8 & 9****TERM PAPER 4****TASK:** Conduct a research on **how to choose the appropriate methodology to research the question** AND Prepare a Report of the findings and recommendations to your clients. In the report you will: | 4.1 evaluate appropriate research methodologies in terms of the research question |  |  |
| 4.2 choose an appropriate methodology in terms of the research question |  |  |
| 4.3 justify the methodology selected in terms of the research question |  |  |
| **LESSONS 10 & 11 & 12****TERM PAPER 5****TASK:** Conduct a research on **how to present the findings of a research proposal** AND Prepare a Report of the findings and recommendations to your clients. In the report you will: | 5.1 record findings on a research question, literature review and methodology in an agreed format |  |  |
| 5.2 summarize the findings using suitable methods |  |  |
| 5.3 present the findings using suitable methods |  |  |
| 5.4 critically analyze the findings |  |  |

**BTEC Level 7 Unit Sixteen Mark Scheme**

**TASK ONE**

Students should apply their understanding of business specific to the required contexts. They must relate this understanding to:

**Research question**: definition; suitability; skills and knowledge to be gained; aims; objectives; terms of reference; duration; rationale for selection; methodology for data collection and analysis; type of research eg qualitative, quantitative, systematic, original; methodology; resources; statistical analyses; validity; reliability; control of variables; literature review; implications e.g. resources; ethical issues

**Action plan**: rationale for research question or hypothesis; task dates; review dates; monitoring/reviewing process; strategy

**Preparation**: identifying ideas/topics/areas of investigation; research question(s); scope and feasibility; hypothesis; literature search; agreeing the process; targets; milestones; action plan; timetable and procedure; monitoring and revision

**Methodology**: literature search e.g. library, internet, sector data sources; pure and applied research, developmental, longitudinal, survey, case study; research and development; concepts and theories; terminology; validity and reliability

**TASK TWO**

Students should apply their understanding of business specific to the required contexts. They must relate this understanding to:

**Secondary research**: books; journals; papers; conferences; library search; use of IT; internet; media

**Evaluation of literature**: credibility; validity; reliability; frequency of references and esteem in which publications are held; use and acceptance by others

**TASK THREE**

Students should apply their understanding of business specific to the required contexts. They must relate this understanding to:

**Qualitative data analysis**: interpreting transcripts and records, coding techniques, categorization, relationships, trends, processes, use of computers; presentation of data and information

**Quantitative data analysis**: coding/values, manual/electronic methods, specialist software; presentation of data e.g. bar/pie charts, graphs, statistical tables; comparison of variables, trends, forecasting

**TASK FOUR**

Students should apply their understanding of business specific to the required contexts. They must relate this understanding to:

**Research methodologies**: intervention, non-intervention, action research

Implement: according to research design and method; test research question/ hypotheses; considering test validity; reliability

**Methodology for quantitative data**: questionnaires (type, layout, questions, distribution, original research data); interviews (selecting interviewees, bias, verification of data, time, place, style, preparation, format, recording); surveys

**Methodology for qualitative data**: case study; observation; interviews

**Data collection**: selection of appropriate tools for data collection; types e.g. qualitative, quantitative; systematic recording; methodological problems e.g. bias, variables and control of variables, validity and reliability

**Data analysis and interpretation**: qualitative and quantitative data analysis – interpreting transcripts; coding techniques; specialist software; statistical tables; comparison of variables; trends; forecasting

**TASK FIVE**

Students should apply their understanding of business specific to the required contexts. They must relate this understanding to:

**Presentation**: e.g. formal written format, by viva voce or oral presentation, diagrammatic or graphical figures

**Methodology**: presentation e.g. IT, audio, visual aids, time, pace; delivery critique of the methods used in the study, recommendations, e.g. using the findings, recommendations for the future, areas for future research

**Evaluation**: planning, objectives, focus, benefits, difficulties; an overview of the success or failure of the research project planning, aims and objectives, evidence and findings, validity, reliability, benefits, difficulties, conclusion(s)

**Future consideration**: significance of research investigation; application of research results; implications; limitations of the investigation; improvements; recommendations for the future, areas for future research

**Criteria**: purpose, editing, format, sequencing success, critical analysis, discussion of evidence and findings

**Format**: professional delivery format appropriate to the audience; use of appropriate media

*Students are required to localize their examples but can provide comparative information to support performance data, models and measures.*

**Research Action and Resources Planning Form**

Use this form to provide an appropriate plan and procedures for the agreed research specification to record milestones; task dates; review dates; monitoring/reviewing process; strategy **AND** to match resources efficiently to the research question or hypothesis

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| --- | --- | --- |
| **KEY ACTIVITIES (MILESTONES)** | **TIME-SCALE (PLAN OF ACTION)** | **RESOURCES REQUIRED (EQUIPMENT, SOFTWARE, AND PERSONNEL ETC.)** |
| Research Proposal Discussion |  |  |
| Design and Development of Questions, Emails, and Letters  |  |  |
| Identification of Data Sources |  |  |
| Discussion with Supervisor to evaluate sources |  |  |
| Submit First Draft of Research Proposal with Supervisor |  |  |
| Review and Amend |  |  |
| Submit Final Draft of Research Proposal to the Marker |  |  |
| Data Collection: Secondary and Primary |  |  |
| Review and Organise Data  |  |  |
| Analyse Data |  |  |
| Additional Data Collection |  |  |
| Recommendations, Results and Conclusions |  |  |
| Review and Edit |  |  |
| Organise and Synthesize  |  |  |
| Submit Final Reports |  |  |

 Student/s Signature/s: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Use other blank sheet if needed)

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| --- | --- |
|  **COURSE FEEDBACK SHEET** |  |

|  |  |
| --- | --- |
| Unit Name: | Unit Code: |
| Name of Lecturer: |
| Student classification (tick one): First year\_\_\_ Second Year\_\_\_ Final Year \_\_\_  |  |
| Campus:  | Semester: / / 20\_\_\_\_\_  | Date Started: / /  |
|  |
| **STUDENT SELF-EVALUATION:****Please re-read the assignment brief, the learning outcomes and marking criteria. Reflect on your own work below before submitting it for marking.** |
| 1. Approximately how many hours per week do youspend working on homework, reading, and projectsfor this course?**0-2 hours per week 3-5 hours per week****6-9 hours per week 10-12 hours per week**  | 2. Compared to other courses at this level, the amount I have learned in this course is:**Less About the same****More I have not taken other courses at** **this level** |
| 3. Compared to other courses at this level, the difficulty of this course is:**Less About the same More****I have not taken other courses at this leve** | 4. Progress: In what ways do you think this piece of work is an improvement on your last? |
| **5. RATE THE EFFECTIVENESS OF THE INSTRUCTOR IN THESE AREAS:** |
| 1. stimulating student interest in the subject matter

Strongly disagree 1 2 3 4 5strongly agree |
| 1. providing an organized approach to learning subject matter

Strongly disagree 1 2 3 4 5 strongly agree |
| 1. challenging student intellect and/or creativity

Strongly disagree 1 2 3 4 5 strongly agree |
| 1. conveying respect in the academic setting

Strongly disagree 1 2 3 4 5 strongly agree |
| 1. being accessible (approachable) for advising/feedback/evaluation

Strongly disagree 1 2 3 4 5 strongly agree |
| 1. ability to facilitate student learning in the classroom.

Strongly disagree 1 2 3 4 5 strongly agree |
| 1. What, in your opinion, are the primary strengths of this instructor?
 |
| 1. Would you recommend this course by this instructor to other students? Why or Why not?
 |
| 1. What are your suggestions for areas of improvement?
 |

1. Write your other comments on the reverse of the page.

Colbourne College

Student Assignment Cover Page

Term Paper

STUDENT’S NAME:

STUDENT ID NUMBER:

COURSE TITLE:

COURSE UNIT:

RESEARCH TITLE:

IN PARTIAL COMPLETION OF:

DATE:

NAME OF LECTURER:

Colbourne College

**Term Paper Declaration**

*Statement of Originality and Authenticity*

I confirm that the term paper I am submitting is an original and authentic piece of work written by myself that satisfies the Colbourne’s rules and regulations with respect to Plagiarism. I further confirm that I have fully referenced and acknowledged all material incorporated as secondary resources in accordance with the Harvard system.

Name:

ID Number:

Course Title:

Course Unit:

Date:

Signed:

Please note that Term paper will not be assessed without the inclusion of this declaration by the student.

Supervisors Signature;…………………………………. Date:…………………………………………….………