

Unit 701: Research Methods

A comprehensive 6-week journey into business and management research methodologies. This unit combines theoretical foundations with practical applications, preparing you to conduct meaningful research that drives real-world business solutions.

Unit Details

Level 7 postgraduate unit focusing on advanced research methodologies and their application in business contexts.

Learning Outcomes

Master quantitative and qualitative research approaches, develop critical analysis skills, and apply research to solve management challenges.

Practical Focus

Problem-based learning approach connecting academic theory with real business applications and decision-making processes.



Week 1: Introduction to Research in Business & Management

Why Research Matters

Research forms the backbone of effective management decision-making. It bridges the gap between academic theory and practical business applications, providing evidence-based insights that drive organizational success.

- Informs strategic business decisions
- Reduces uncertainty in complex situations
- Validates or challenges existing practices
- Identifies new opportunities and solutions



Research Approaches

Quantitative vs. Qualitative: Numbers and statistics versus deep insights and understanding. Both essential for comprehensive business research.



Philosophical Traditions

Positivist vs. Interpretivist: Objective measurement versus subjective interpretation of business phenomena and human behavior.



Problem-Based Learning

Theory to Practice: Define real management problems and apply research methods to develop evidence-based solutions.