



# QUALIFI

SUCCESS THROUGH LEARNING  
RECOGNISED WORLDWIDE

## QUALIFI ASSESSMENT DOCUMENT

Qualification	Qualifi Level 8 Diploma in Strategic Management & Leadership
Qualification No (RQF)	601/5362/3
Unit Name	Research Methods
Unit Reference	701
No of Credits	20 Credits

## Introduction

Prior to attempting this coursework assignment, Learners must familiarise themselves with the following policies:

- Centre Specification
  - Can be found at <https://qualifi.net/qualifi-level-8-diploma-in-strategic-management-and-leadership/>
- Qualifi Quality Assurance Standards
- Qualifi Quality Policy Statement

## Plagiarism and Collusion

In submitting the assignment Learner's must complete a statement of authenticity confirming that the work submitted for all tasks is their own. The statement should also include the word count.

Your accredited study centre will direct you to the appropriate software that checks the level of similarity. Qualifi recommends the use of <https://www.turnitin.com> as a part of the assessment.

Plagiarism and collusion are treated very seriously. Plagiarism involves presenting work, excerpts, ideas or passages of another author without appropriate referencing and attribution.

Collusion occurs when two or more learners submit work which is so alike in ideas, content, wording and/or structure that the similarity goes beyond what might have been mere coincidence

Please familiarise yourself on Qualifi's Malpractice and Maladministration policy, where you can find further information

## Referencing

A professional approach to work is expected from all learners. Learners must therefore identify and acknowledge ALL sources/methodologies/applications used.

The learner must use an appropriate referencing system to achieve this. Marks are not awarded for the use of English; however, the learner must express ideas clearly and ensure that appropriate terminology is used to convey accuracy in meaning.

Qualifi recommends using Harvard Style of Referencing throughout your work.

## Appendices

You may include appendices to support your work, however appendices must only contain additional supporting information, and must be clearly referenced in your assignment.

You may also include tables, graphs, diagrams, Gantt chart and flowcharts that support the main report should be incorporated into the back of the assignment report that is submitted.

Any published secondary information such as annual reports and company literature, should be referenced in the main text of the assignment, in accordance of Harvard Style Referencing, and referenced at the end of the assignment.

## Confidentiality

Where a Learner is using organisational information that deals with sensitive material or issues, they must seek the advice and permission from that organisation about its inclusion.

Where confidentiality is an issue, Learners are advised to anonymise their assignment report so that it cannot be attributed to that particular organisation.

## **Word Count Policy**

Learners must comply with the required word count, within a margin of +10%. These rules exclude the index, headings, tables, images, footnotes, appendices and information contained within references and bibliographies.

When an assessment task requires learners to produce presentation slides with supporting notes, the word count applies to the supporting notes only.

## **Submission of Assignments**

All work to be submitted on the due date as per Centre's advice.

All work must be submitted in a single electronic document (.doc file), or via Turnitin, where applicable.

This should go to the tutor and Centre Manager/Programme Director, plus one hard copy posted to the Centre Manager (if required)

## **Marking and grades**

Qualifi uses a standard marking rubric for all assignments, and you can find the details at the end of this document.

Unless stated elsewhere, Learners must answer all questions in this document.

## Assignment Question

### Scenario

You are an independent business analyst. You have recently responded to the following call for research proposals. This call was circulated by your university Graduate School and submitted by Watchingham County Council. The information is included below.

#### **“Call for Research Project Proposals – Watchingham County Council, UK”**

Watchingham County Council provides and manage public services for a population of 1.74 million on behalf of the UK government. These services include: waste management, public safety and fire services, libraries and education, social care, leisure centres and parks, cemeteries, transport, planning, and social care.

Members of the population pay a fixed sum annually for the services provided and, in addition, national government provide an annual budget in order to manage and maintain the given services. Providing these key services is not without challenges and with greater accountability and scrutiny by the public, focus on the quality of service and value for money (even in times of austerity) is critical. We do attempt to provide high-quality services to the many schools (400, with 165,000 pupils) and community carers (providing services to approximately 9,000), provide effective maintenance of over 2,000 kilometres of road and manage 300,000 tonnes of waste as part of our role. To achieve this, we rely heavily on our employees (approximately 60,000) and subcontractors (40,000) to maintain these standards. However, within our existing workforce, we have a high diversity (cultural, gender and age most specifically) and it has come to our attention via internal staff satisfaction surveys that existing management practices may not be sufficiently motivating this diverse workforce as it should. Further external evidence supports this possibility as in the last six months we have received a 20% increase in complaints from the public about our services.

We are aware that increasing complaints and employee dissatisfaction could have severe implications for the reputation of Watchingham County Council and could lead to scrutiny from the national government, who provide us with partial funding to provide our services. As such, developing a greater understanding of our diverse workforce – and motivating it – becomes rather crucial to our strategy for 2018/19.

In order to generate a holistic picture of our employees, we are seeking to commission an external impartial researcher to do the following:

- Identify challenges of managing and motivating diversity
- Identify and propose good practice when managing diverse workforces

At this time, we are inviting professional research proposals from business researchers to tender for this research project. We will consider proposals which demonstrate sound conceptual frameworks and academic rigour, as well as feasibility and ethical mindfulness.

## **Task 1 – 500 words**

In task 1, you are expected to propose and apply different research methods that can provide realistic and applicable outcomes. The tasks include:

**1.1:** Applying principles and practices of quantitative and qualitative research on a practical level in the given case scenario.

**1.2:** Develop and outline research aims, objectives and development questions and prioritise them in relation to contemporary managerial and business needs of the case organisation.

## **Assessment Criteria**

**1.1:** Critically apply the principles and practices of quantitative and qualitative research on a practical level.

**1.2:** Define research and development questions and prioritise them in relation to contemporary managerial and business needs.

## **Task 2 – 750 words**

In task 2, you are required to evaluate and apply standard research methodologies for the case scenario. You are required to outline a detailed methodology for the proposed research and justify your choices:

**2.1:** Produce critical literature reviews based upon research methodology.

**2.2:** Use methodology, instrumentation and research design appropriate to the specific nature of fieldwork.

**2.3:** Critically evaluate statistical methods available for data analysis and outline a data analysis plan for the proposed study.

## **Assessment Criteria**

**2.1:** Produce critical literature reviews based upon research methodology.

**2.2:** Use methodology, instrumentation and research design appropriate to the specific nature of fieldwork.

**2.3:** Critically apply statistical methods.



### **Task 3 – 750 words**

In this task, you are required to produce a detailed research proposal for the case organisation. This includes the following tasks:

- 3.1:** Develop an action plan and timeline for delivering the management research projects using research methodologies.
- 3.2:** Develop written research reports that include a discussion of the data visualisation tools likely to be used in the final report.
- 3.3:** Develop a plan for managing ethical issues in the proposed research.

### **Assessment Criteria**

- 3.1:** Plan and deliver management research projects using research methodologies.
- 3.2:** Provide written research reports that include data visualisation.
- 3.3:** Address ethical issues in research.

	Distinguished	Excellent	Good	Proficient	Basic	Marginal	Unacceptable
Criteria	80+	70	60	50	40	30	0
<b>Content (alignment with assessment criteria)</b>	Extensive evaluation and synthesis of ideas; includes substantial original thinking	Comprehensive critical evaluation and synthesis of ideas; includes coherent original thinking	Adequate evaluation and synthesis of key ideas beyond basic descriptions; includes original thinking	Describes main ideas with evidence of evaluation; includes some original thinking	Describes some of the main ideas but omits some concepts; limited evidence of evaluation; confused original thinking	Largely incomplete description of main issues; misses key concepts; no original thinking	Inadequate information or containing information not relevant to the topic
<b>Application of Theory and Literature</b>	In-depth, detailed and relevant application of theory; expertly integrates literature to support ideas and concept	Clear and relevant application of theory; fully integrates literature to support ideas and concepts	Appropriate application of theory; integrates literature to support ideas and concepts	Adequate application of theory; uses literature to support ideas and concepts	Limited application of theory; refers to literature but may not use it consistently	Confused application of theory; does not use literature for support	Little or no evidence of application of theory and relevant literature
<b>Knowledge and Understanding</b>	Extensive depth of understanding and exploration beyond key principles and concepts	Comprehensive knowledge and depth of understanding key principles and concepts	Sound understanding of principles and concepts	Basic Knowledge and understanding of key concepts and principles	Limited and superficial knowledge and understanding of key concepts and principles	Confused or inadequate knowledge and understanding of key concepts and principles	Little or no evidence of knowledge or understanding of key concepts and principles
<b>Presentation and Writing Skills</b>	Logical, coherent and polished presentation exceeding expectations at this level; free from errors in mechanics and syntax	Logical, coherent presentation demonstrating mastery; free from errors in mechanics and syntax	Logical structure to presentation; makes few errors in mechanics and syntax which do not prohibit meaning	Orderly presentation; minor errors in mechanics and syntax	Somewhat weak presentation; errors in mechanics and syntax may interfere with meaning	Confused presentation; errors in mechanics and syntax often interfere with meaning	Illogical presentation lacking cohesion; contains significant errors that interfere with meaning
<b>Referencing</b>	Advanced use of in-text citation and references	Mastery of in-text citation and referencing	Appropriate use of in-text citation and referencing	Adequate use of in-text citation and referencing	Limited use of in-text citation and referencing	Inadequate use of citation and referencing	Little or no evidence of appropriate referencing or use of sources

**Instructor's Comments**

## Directions:

1. For each of the criteria listed in the first column, circle one box in the corresponding column to the right which best reflects the student's work on this particular assessment activity (e.g., project, presentation, essay).
2. Provide specific feedback to a student about each of the criteria scores he/she earned by writing comments and suggestions for improvement in the last row titled "Instructor's comments."
3. To arrive at a mark, total the boxes and divide by 5 to arrive at final mark.

Example:

	Distinguished	Excellent	Good	Proficient	Basic	Marginal	Unacceptable
Range	80-100	70-79	60-69	50-59	40-49	35-39	0-34

Criteria	Score
Content	50
Application of Theory and Literature	40
Knowledge and Understanding	50
Presentation/Writing Skills	40
Referencing	40
<b>Total Score</b>	<b>220/5 = 44, Basic</b>



## **HEAD OFFICE**

7 Acorn Business Park  
Commercial Gate, Nottingham  
Nottinghamshire  
NG18 1EX

## **LONDON OFFICE**

Golden Cross House  
8 Duncannon Street, London  
WC2N 4JF  
[info@qualifi.net](mailto:info@qualifi.net)

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