

COURSE OUTLINE

(1) GENERAL

SCHOOL	Royal Holloway Business School		
ACADEMIC UNIT	Faculty of Business and Law		
LEVEL OF STUDIES	Postgraduate		
COURSE CODE	MN5819	SEMESTER	Spring
COURSE TITLE	Research and Consulting Methods		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, state the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS / ECTS
Credits are awarded for the whole course (module)		3	15 / 7.5
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail in section (4).			
COURSE TYPE <i>general background, special background, specialization, general education, skills development</i>	Skills development		
PREREQUISITE COURSES	None		
LANGUAGE OF INSTRUCTION AND OF ASSESSMENT	English		
MODE OF TEACHING <i>in-person (%) synchronous distance learning (%) asynchronous distance learning (%) (In the case of synchronous distance learning, the total weekly duration of teaching is recorded)</i>	In-person 100%		
AVAILABILITY TO ERASMUS STUDENTS	N/A		
COURSE WEBSITE (URL)	https://aisbd.aegean.gr/en/c/research-and-consulting-methods		

(2) LEARNING OUTCOMES

Learning Outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Brief Guide for drafting Learning Outcomes

By the end of the course students should be able to:

LO1. Critically evaluate different methodological approaches to business analytics drawing on data from published sources.

LO2. Develop well formed research questions and hypotheses to guide qualitative and quantitative data analyses using appropriate software.

LO3. Critically evaluate different consulting tools and frameworks drawing on data from published sources, case studies and/or guest presentations.

LO4. Assess the ethical implications of research investigations by exploring organisational case studies.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and are stated below), at which of the following does the course aim?

Search, analysis and synthesis of data and information, with the use of the necessary technology
Adaptability to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas

Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
.....
Other...
.....

Search, analysis and synthesis of data and information, with the use of the necessary technology

Project planning and management

Decision-making

Working independently

Working in an interdisciplinary environment

Production of new research ideas

Production of free, creative and inductive thinking

(3) COURSE SYLLABUS

Module Aims

This module aims to provide students with theoretical and practical guidance on empirical research and consulting related to business analytics challenges in an organisational setting. The emphasis is placed on enabling students to develop analytical thinking, qualitative and quantitative research skills and consulting practice such that they are equipped to undertake their consulting project. The module covers a range of topics from research approaches suitable for business analytics, quantitative and qualitative methods in collecting/harvesting and analysing data, innovations in digital research methods, consulting skills and ethical considerations in conducting research related to business analytics.

Module Schedule)

Week	Lecture	Lecture	Case Study Workshop
1	Management Consultancy History	Introduction to Management Consultancy	People Analytics at McKinsey
2	Consultancy Organisational Development and Change		C3.ai – Driven to Succeed
3	Planning Research	Research Process & Example	Predicting Consumer Tastes with Big Data at Gap

4	Finding literature and information for your consulting project and critical literature review with Leanne Workman (Head of Library Teaching & Engagement)		Easy Flower: Flowers Meet Business and Technology
5	Sampling		Vodafone: Managing Advanced Technologies and Artificial Intelligence
6	Finding company and industry information and research as well as Speed Databasing with Leanne Workman (Head of Library Teaching & Engagement)		Digital Transformation in Vocento
7	Questionnaire Design	Scale Reliability and Validity	Innovation at Uber: The Launch of Express POOL
8	Qualitative Data Collection		Huntington Hospital: Empowering Staff
9	Quantitative Data Analysis		RIMAC: How a Peruvian Insurance Company is Scaling AI
10th	Qualitative Data Analysis		Assignment

(4) TEACHING AND LEARNING METHODS - ASSESSMENT

MODE OF TEACHING <i>Face-to-face, distance learning, etc.</i>	Face-to-face
MODE AND FREQUENCY OF COMMUNICATION WITH THE STUDENTS	Face-to-face communication in weekly classes. Online communication through Moodle and emails.
ENSURING THE MODE OF COMMUNICATION AMONG STUDENTS <i>Team assignments and discussions, collaborative learning platforms with the use of AI, video conference, QA sessions, κ.α.</i>	Workshop teamwork in class. Discussion in Moodle Forums.
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, in laboratory training, in the communication with students</i>	Moodle, Microsoft Teams
TECHNOLOGICAL EQUIPMENT REQUIREMENTS	Audiovisual equipment for PowerPoint presentation
PLAGIARISM POLICY/ PLAGIARISM DETECTION TOOLS	Turnitin
ARTIFICIAL INTELLIGENCE POLICY <i>(1) The use of Artificial Intelligence is prohibited in all circumstances</i>	(3) The use of Artificial Intelligence is allowed only with an explicit reference to the literature

(2) The use of Artificial Intelligence is allowed only with the permission of the instructor (3) The use of Artificial Intelligence is allowed only with an explicit reference to the literature (4) Students are free to use Artificial Intelligence																							
ORGANISATION OF TEACHING The mode and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, work placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artworks, etc. The student's study hours for each learning activity are stated, as well as the hours of independent study, according to the principles of the ECTS.	<table><tr><th>Activity</th><th>Semester workload</th></tr><tr><td>Lecture</td><td>20 hours</td></tr><tr><td>Workshop</td><td>10 hours</td></tr><tr><td>Guided Independent Study</td><td>120 hours</td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td>Course total</td><td>150 hours</td></tr></table>	Activity	Semester workload	Lecture	20 hours	Workshop	10 hours	Guided Independent Study	120 hours													Course total	150 hours
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STUDENT ASSESSMENT Description of the assessment method Language of assessment, methods of assessment, formative or summative assessment, multiple choice questions test, short answer questions, essay questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory assignment, clinical examination of patient, art interpretation, other Specifically-defined evaluation criteria are given, and if and where they are accessible to students.	Summative Assessment Overview • Individual Consultancy Proposal • Weighting: 100% of total Module grade • Word Count: 2000-2500 words Assessment marking rubric available to students on Moodle.																						

(5) RECOMMENDED BIBLIOGRAPHY

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Blumberg, B., Cooper, D. and Schindler, P. (2014a) Business Research Methods. 4th Edition. Maidenhead: McGraw-Hill Education.

Bryman, A. et al. (2021) Social Research Methods. New York, NY: Oxford University Press.

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