

Module title: **Research Methods and Data Analysis**

Module code:	AP2EQ1	Providing School:	Agriculture, Policy & Development
Part:	2	Number of credits:	10
Terms in which taught:	Autumn	Module convenor:	Dr M Mazzocchi
Pre-requisites:	AP1EQ1	Co-requisites:	None
Modules excluded:	None	Current from:	2004-2005

Aims

The module aims to introduce the students to the research process, with special emphasis on the techniques for primary data collection and the basic tools for exploratory data analysis, including the use of software for data mining.

Intended learning outcomes:

Assessable outcomes

Students will acquire knowledge of the steps involved in the research process, which will enable them to write a successful research proposal; organise and realise a market research task including aspects related to field work; become familiar with the basic statistical tools for data analysis; write a professional research report.

Additional outcomes

Students will develop familiarity with the use of statistics and data processing software within an applied perspective. Students will be able to exploit the research techniques for use in project work later in their degree. Students will develop effective written communication skills for a marketing and professional environment.

Outline content:

- The research design
- The survey plan and survey methods
- The Questionnaire and field work
- Sampling techniques
- Database management and preliminary data mining with SPSS
- Descriptive statistics and hypothesis testing
- Analysis of Variance
- Correlation and regression
- Research report preparation and presentation

Brief description of teaching and learning methods

Theory and methods will be presented in the lecture, while tutorials will be devoted to the application of the above on real or simulated data through the use of specialised statistical software such as SPSS and general data management software such as Excel.

Contact hours

	Autumn	Spring	Summer
Lectures	14		
Tutorials/seminars	6		
Practicals			
Other contact (eg Study visits)			
Total hours	20		
Number of essays Or assignments	1		
Other (eg major seminar paper)			

Assessment:*Coursework*

The module will be assessed on the basis of an individual written assignment, answering a specific research question, structured as a marketing research report and covering the following:

- Methodology
- Results
- Discussion
- Executive summary

Relative percentage of coursework : 70%

Penalties for late submission

Standard University rule applies: 10% marks deducted for work submitted up to one week late. Work submitted more than one week late will be awarded a zero mark.

Examination

A one-hour examination paper (multiple choice test) in the Summer Term

Relative percentage of examination: 30%

Requirements for a pass

A mark of 40% overall.

Reassessment arrangements

By re-examination in August/September.