Module code	FSM705		Level	7
Module title	Research Methods			
Status	Core			
Teaching Period	Autumn			
Courses on which the module is taught	MAIFM			
Prerequisite modules	None			
Notional learning hours	200	**Credit value**	10	**ECTS Credits** 10
Field trips	*Included in schedule*			
Additional costs	*None*			
Content notes	*This module may contain culturally explorative material*			

1.Module description

Managers in international fashion organisations often need to rely on research-based information to make decisions. This module will provide the necessary knowledge, skills and understanding to critically appraise published research in the field of business and management. You will also learn techniques to analyse, critically assess, and ethically consider the different types of tools to be used in conducting a research investigation. You will consider the validity and reliability of research and consultancy studies carried out by others as well as assessing their own data collection. This module is requisite to equip students with the necessary skills to design their own research proposal and capstone project pertaining to the writing of a dissertation, consultancy report or action project.

The most important aspects of the research and consultancy processes will be explored, with reference to practical examples and exercises, some of the potential problems which researchers and consultants need to solve if the results of their studies are to provide a valid and reliable basis for management decisions. This is conducted by:

- Understanding the importance of research and its application within business and management environment.

- Understanding types of research methods, the application of these to collect, analyse data in a specific context (problem/question), using combination of methods to undertake a rigorous investigation.

- Understanding data collected and analysed, preparing and communicating (through writing and presentations); proving and interpreting findings, and ensuring their validity and reliability.

- Understanding how to develop a research design process appropriate to fashion marketing investigation from root cause, through evaluation to eventual implementation and measurement.

2.Learning Outcomes

Upon successful completion of this module, you will be able to:

A) Knowledge and understanding

A3.Independently and critically synthesize philosophies, theories and methodologies underlying a social science approach to international fashion marketing (broadly understood to include the strategic branding and marketing of fashion goods and services: fashion brand creation and maintenance, pricing, integrated marketing communications, fashion buying and merchandising, and consumer behaviour).

B) Skills

B1.Develop a complex understanding of the appropriate techniques, tools and processes to allow detailed investigation, analysis and judge complex issues and developments at the forefront of the international fashion marketplace.

B2.Demonstrate autonomous thinking, creativity and sound judgement in the application of knowledge and skills to independently determine research design, data collection, analysis, synthesis, and reporting in relation to international fashion marketing

B4.Evidence a conceptual understanding that enables selection, critique and assessment of published research in the field of international fashion marketing and relevant associated disciplines, with particular reference and relevance of current developments.

B8.Manage, develop, guide and generate effectively and professionally within a team environment, including team building, leadership and influencing other people.

3.Learning and teaching methods, and reasonable adjustments

Learning hours			200
Directed learning			55
Lectures and guest speakers	Workshops/seminars/collaborative	Tutorials	Other
24	21	10	
Guided/Self-guided learning			145

4.Assessments and weighting, reasonable adjustment, and feedback methods

Assessment component 1: group presentation, 40%

In groups you will deliver a critique of an academic research paper in the format of a presentation. Minimum presentation time of 10 minutes, maximum of 15 minutes. You will be working to a script of the equivalent of 2000 words.

Allocation of marks for group work will be specified in the course assignment brief.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Assessment component 2: Individual proposal for capstone project, 60%

You will demonstrate ability to design a proposal for a research project which will be linked to the final capstone project. This must include a personal and professional development plan setting out aims, objectives and perceived challenges for the project. Maximum word count is 3,000 words for written proposal.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Mapping of assessment tasks:

Assessment components	A3	B1	B2	B4	B8
Group Presentation critique academic paper				✓	✓
Individual Research Design project Proposal	✓	✓	✓		

The above assessment components are summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

5.Indicative resources

Bell, J (2018) Doing Your Research Project: A Guide for First-time Researchers. McGraw Hill. 7th edition.
Branston, G and Stafford R (2010) The Media Student's Book. Routledge. 5th edition.
Collins, H (2019) Creative Research: The Theory and Practice of Research for the Creative Industries. Bloomsbury.
Fisher, C (2010). Researching and writing a dissertation: An Essential Guide for Business Students. London. Prentice Hall.
Hart, C (2018) Doing a Literature Review: Releasing the research imagination. SAGE. 2nd edition.
Horn, R (2012). Researching and Writing Dissertations: A Complete Guide for Business and Management Students. UK: McGraw-Hill Education.
Potter, S (ed.) (2006) Doing Postgraduate Research, London: Sage
Sikarskie, A (2020) Digital Research Methods in Fashion and Textile Studies. London. Bloomsbury.
Specht, D (2019) Media and Communications Study Skills Student Guide. University of Westminster Press.
Wallace, M. and Wray, A (2016) Critical Reading and Writing for Postgraduates. SAGE.
Yin, R (2014) Case study research: design and methods. 5th edition. Thousand Oaks, CA Sage.