

Module 4 - Data collection and engagement

This module focuses on the theoretical concepts and practices of business and management research and the data collection process. This includes the engagement with individuals who are an integral part of the data collection process. This will be a very situational process and, thus, mentoring will be used instead of standardised courses.

Module 4, therefore, consists of following three study units:

1. A two-month individual mentoring period at which the mentor will provide the student with guidance, direction, and boundary setting.
2. A two-month club journey period geared at self-directed learning where the student will finalise the changes as agreed on with the mentor and acquires the knowledge and skills that are still missing.
3. A conference where the student presents the results and outcomes of the module to two expert academics.

Research scoping lectures

During the module, students will be provided with a number of research ‘scoping’ lectures to allow them to gain theoretical perspectives and practical guidance on how to further develop their research. The emphasis will be through the lens of business and management in order to focus on the nature of data and data sources found in this discipline (the ontological connection). Topics to be covered within the scope of this lectures include:

1. Conducting mixed-methods research – practical examples and strategies.
2. Conducting Action Research.
3. Organisational Ethnography and its use in understanding business and management.
4. Interview protocol, interviews & focus groups.
5. The case study as a way to explore organisational practice.
6. Interviewing skills and the role of the researcher.
7. Developing and conducting surveys.

Wicked problem stakeholder engagement.

a) Knowledge gained through Module 4

At the end of the module/unit the learner will have gained knowledge and understanding to:

- a) Acquire a systematic understanding of a highly specialised field of study which builds upon multi-disciplinary business and management knowledge;

- b) Develop critical knowledge of data collection process, including existing business/economic market data source access;
- c) Show knowledge and understanding of diverse business and management scholarly sources to present and justify selected data collection and engagement method;
- d) Demonstrate understanding and knowledge of data collection and engagement methods (data collection methods, instruments, sample size, pilot testing, ethical considerations) to address current business and/or management research question;
- e) Creatively apply the knowledge learned in the module to develop and communicate critical and original solutions for doctoral research in the selected business and management research topic;

Extend, redefine, and/or make an original contribution to existing practice and/or knowledge in the area of business and management research.

b) Skills gained through Module 4

At the end of the module/unit the learner will have acquired the following skills to:

- a) Demonstrate mastery in skills such as the selection of business and management data collection and engagement process and, in writing, planning and design of data collection and engagement using scientific argumentation to justify and present innovative scholarly research;
- b) Autonomously acquire data and information from different sources of evidence and consolidate it in a unique research project and present it to different audiences within business and management including peers and the general public;
- c) Autonomously write a chapter on data collection and engagement in publishable quality to communicate expertise to a wider business and management audience including peers and the general public;
- d) Consider and respond to workplace, technological, social, cultural, and ethical issues and address the needs of a knowledge-based organisations in particular and the society in general;

Demonstrates expertise in critical evaluations and analysis with incomplete or limited information to solve organisational and managerial problems in new or unfamiliar work environments using original research.

c) Competencies gained through Module 4

At the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- a) Demonstrate expertise and authority in contemporary topics in a specialised area of study, and to make judgements involving a multitude of interacting organisational and managerial factors;
- b) Consider how the selected data collection method and engagement can contribute to social, scientific and ethical advancement in the field of business and management research with a view to promote actions;
- c) Demonstrate expertise and authority in data collection methods and engagement, and to make judgements involving a multitude of interacting organisational and managerial factors;
- d) Act autonomously in identifying, applying, and justifying the adequate data collection method related to doctoral research in business and management;
- e) Demonstrate expertise and authority in steps of the data collection process (ethics approval application, design of and conduct a pilot test; create, test and validate data collection instruments; design and implement the data collection process (e.g. elect, recruit, interview and debrief study participants/interviewees);
- f) Carry out planning and organisation of a doctoral research project and its integration in professional and private life;

Show a sustained commitment in the development of new ideas and contextualised solutions in the selected specialised business and/or management field of study.

d) Learning hour estimates – full time

Module Weekly learning hour distribution	Course / Mentoring	Clubs	Sum
A. Reading	15	15	240
B. Writing (assignments, drafts, etc.)	5	5	80
C. Practicing (training, presenting, data collection, etc.)	5	5	80
D. Peer work (group discussions, peer feedback, etc.)	5	1	48
E. Assessment (of assignments / drafts)	1	1	16
F. Live sessions	1	1	16
G. Formative Feedback (by supervisor, mentor, chairs)	1	1	16
Sum weekly hours	33	29	496
H. Research Scoping Lectures (90min per session)	6	6	12

I. End of module conference	0	4	4
Sum of hours per module*	270	242	512
Module total	512		
Contact (D, F, H)	76		
Supervised (G)	16		
Self-Study (A, B, C)	400		
Assessment (E, I)	20		
Average weekly learning hours	32		
* Considering 8 course/mentored weeks followed by 8 club weeks per module.			

e) Learning hour estimates – part time

Module Weekly learning hour distribution	Course / Mentoring	Clubs	Sum
A. Reading	15	7,5	300
B. Writing (assignments, drafts, etc.)	5	2,5	100
C. Practicing (Training, presenting, data collection, etc.)	5	2,5	100
D. Peer work (group discussions, peer feedback, etc.)	5	0,5	52
E. Assessment (of assignments / drafts)	1	0,5	20
F. Live sessions	1	0,5	20
G. Formative Feedback (by supervisor, mentor, chairs)	1	0,5	20
Sum weekly hours	33	14,5	612
H. Research Scoping Lectures (90min per session)	6	6	12
I. End of module conference	0	4	4
Sum hours per module*	270	358	628
Module total	628		
Contact (D, F, H)	84		

Supervised (G)	20
Self-Study (A, B, C)	500
Assessment (E, I)	24
Average weekly learning hours	19,63
* Considering 8 course/mentored weeks followed by 24 club weeks per module	

f) *Assessment grid*

Module	<u>Weekly course assignments & mentoring drafts to be submitted for formative assessment and feedback</u>	<u>End of course / mentoring written and oral assessments</u>	<u>End of module conference assessments</u>
<p>Module 4: Data collection and engagement</p>	<p>Weekly updated drafts of the “T1_8 Research Analysis Template Sheet” which will be used as a starting point for the subsequent module 5.</p>	<p>A draft of the “T1_8 Research Analysis Template Sheet” including assessment of suitability of the adopted methodology and suggestions of potential corrective actions.</p> <p><i>Type:</i> Individual assignment.</p> <p><i>Weighting:</i> 20%.</p> <p><i>Written component:</i> Word count: Table T1_8 and 3,000 words (excluding table of content, figures, references).</p> <p><i>Oral component:</i> Presentation of 10 minutes.</p> <p><i>Submission:</i> on-line in the DoctorateHub system.</p>	<p>A data collection draft chapter (final draft) and presentation of findings including evaluation of a need to collect additional data considering data collection methods/techniques for additional data collection and engagement.</p> <p><i>Type:</i> Individual assessment.</p> <p><i>Written component:</i> Word count: 6,000 words.</p> <p><i>Weighting:</i> 70%.</p> <p><i>Oral component:</i> Presentation of 5 minutes, followed by a 15 minutes Q/A session, and a final 10 minutes on the next development steps.</p>

		<i>Due date:</i> 1 week after the last lecture of the module.	<i>Weighting:</i> 10% <i>Submission:</i> on-line in the DoctorateHub system. <i>Due date:</i> 1 week before the conference.
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