



# **OTHM LEVEL 7 CERTIFICATE IN RESEARCH METHODS**

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Qualification Number: 603/5746/0  
Specification | April 2020

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## QUALIFICATION OBJECTIVES

The objective of the OTHM Level 7 Certificate in Research Methods qualification is to develop learners' ability to prepare for various types of academically based research through the development and design of a research proposal.

Learners will develop a critical understanding of the philosophical, practical and ethical concepts of research within the context of any environment.

## QUALITY, STANDARDS AND RECOGNITIONS

OTHM qualifications are approved and regulated by Ofqual (Office of Qualifications and Examinations Regulation). Visit the [register](#) of Regulated Qualifications.

OTHM has progression arrangement with many UK and overseas universities that acknowledges the ability of learners after studying Level 3-7 qualifications to be considered for advanced entry into corresponding degree year/top-up and Master's/top-up programmes.

## REGULATORY INFORMATION

Qualification Title	OTHM Level 7 Certificate in Research Methods
Ofqual Reference Number	603/5746/0
Regulation Start Date	09/04/2020
Operational Start Date	09/04/2020
Duration	2 months
Total Credit Value	20
Total Qualification Time (TQT)	200 Hours
Guided Learning Hours (GLH)	100 Hours
Overall Grading Type	Pass / Fail
Assessment Methods	Coursework
Language of Assessment	English

## EQUIVALENCES

The OTHM Level 7 Certificate in Research Methods is on the Regulated Qualifications Framework (RQF) at the same level as master's degrees which can be used to build up credits towards further study.

## QUALIFICATION STRUCTURE

The OTHM Level 7 Certificate in Research Methods consists of 1 mandatory unit, of 20 credits, 200 hours Total Qualification Time (TQT) and 100 Guided Learning Hours (GLH) for the completed qualification.

Unit Ref. No.	Mandatory Unit	Credit	GLH	TQT
T/618/0798	Research Methods	20	100	200

## DEFINITIONS

**Total Qualification Time (TQT)** is the number of notional hours which represents an estimate of the total amount of time that could reasonably be expected to be required in order for a Learner to achieve and demonstrate the achievement of the level of attainment necessary for the award of a qualification.

*Total Qualification Time is comprised of the following two elements –*

- a) *the number of hours which an awarding organisation has assigned to a qualification for Guided Learning, and*
- b) *an estimate of the number of hours a Learner will reasonably be likely to spend in preparation, study or any other form of participation in education or training, including assessment, which takes place as directed by – but, unlike Guided Learning, not under the Immediate Guidance or Supervision of – a lecturer, supervisor, tutor or other appropriate provider of education or training.*

*(Ofqual 15/5775 September 2015)*

**Guided Learning Hours (GLH)** is defined as the hours that a teacher, lecturer or other member of staff is available to provide immediate teaching support or supervision to a student working towards a qualification.

**Credit value** is defined as being the number of credits that may be awarded to a Learner for the successful achievement of the learning outcomes of a unit. One credit is equal to 10 hours of TQT.

## ENTRY REQUIREMENTS

For entry onto the OTHM Level 7 Certificate in Research Methods qualification, learners must possess:

- An honours degree in a related subject or UK level 6 diploma or an equivalent overseas qualification
- Mature learners with management experience (learners must check with the delivery centre regarding this experience prior to registering for the programme)
- Learners must be 21 years old or older at the beginning of the course

**English requirements:** If a learner is not from a majority English-speaking country, they must provide evidence of English language competency. For more information visit [English Language Expectations](#) page.

## PROGRESSIONS

You will earn 20 credits at Masters level (Level 7) on successful completion of this course. You can use your credits towards further study, including progress to an [MBA top-up](#) at London Graduate School. For more information visit [University Progressions](#) page.

As this qualification is approved and regulated by Ofqual (Office of the Qualifications and Examinations Regulation), your employer or professional institute may recognise this course for Continuing Professional Development (CPD).

## **DELIVERY OF OTHM QUALIFICATIONS**

OTHM do not specify the mode of delivery for its qualifications, therefore OTHM Centres are free to deliver this qualification using any mode of delivery that meets the needs of their Learners. However, OTHM Centres should consider the Learners' complete learning experience when designing the delivery of programmes.

OTHM Centres must ensure that the chosen mode of delivery does not unlawfully or unfairly discriminate, whether directly or indirectly, and that equality of opportunity is promoted. Where it is reasonable and practicable to do so, it will take steps to address identified inequalities or barriers that may arise.

Guided Learning Hours (GLH) which are listed in each unit gives the Centres the number of hours of teacher-supervised or direct study time likely to be required to teach that unit.

## **ASSESSMENT AND VERIFICATION**

All units within this qualification are internally assessed by the centre and externally verified by OTHM. The qualifications are criterion referenced, based on the achievement of all the specified learning outcomes.

To achieve a 'pass' for a unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria. Judgement that the learners have successfully fulfilled the assessment criteria is made by the Assessor.

The Assessor should provide an audit trail showing how the judgement of the learners' overall achievement has been arrived at.

Specific assessment guidance and relevant marking criteria for each unit are made available in the Assignment Brief document. These are made available to centres immediately after registration of one or more learners.

## **OPPORTUNITIES FOR LEARNERS TO PASS**

Centres are responsible for managing learners who have not achieved a Pass for the qualification having completed the assessment. However, OTHM expects at a minimum, that centres must have in place a clear feedback mechanism to learners by which they can effectively retrain the learner in all the areas required before re-assessing the learner.

## **EQUALITY AND DIVERSITY**

OTHM provides equality and diversity training to staff and consultants. This makes clear that staff and consultants must comply with the requirements of the Equality Act 2010, and all other related equality and diversity legislation, in relation to our qualifications.

We develop and revise our qualifications to avoid, where possible, any feature that might disadvantage learners because of their age, disability, gender, pregnancy or maternity, race, religion or belief, and sexual orientation.

If a specific qualification requires a feature that might disadvantage a particular group (e.g. a legal requirement regarding health and safety in the workplace), we will clarify this explicitly

in the qualification specification.

## **UNIT SPECIFICATION**

## Research Methods

Unit Reference Number	T/618/0798
Unit Title	Research Methods
Unit Level	7
Number of Credits	20
Total Qualification Time (TQT)	200 Hours
Guided Learning Hours (GLH)	100 Hours
Mandatory / Optional	Mandatory
Unit Grading Structure	Pass / Fail

### Unit Aims

The aim of this unit is to develop learners' ability to prepare for various types of academically based management research through the development and design of a research proposal. Learners will develop a critical understanding of the philosophical, practical and ethical concepts of research within the context of a relevant environment.

### Learning Outcomes, Assessment criteria and Indicative contents

Learning Outcome – The learner will:	Assessment Criterion – The learner can:	Indicative contents
1. Be able to develop research approaches in a suitable context.	1.1 Appraise research problems. 1.2 Develop and justify appropriate research aims and objectives within a defined scope and timeframe. 1.3 Critically explore, select and justify research approaches.	<ul style="list-style-type: none"> <li>Research problem identification: understanding the research context; research problem identification for investigation; research topic identification; the conceptualisation of a research problem; developing insights; feasibility and possibilities; the search for literatures; setting initial components e.g. working plan, research goals, time table and management, research process, monitoring, evaluation and revision.</li> <li>Research problem selection and justification:</li> </ul>



<p>2. Be able to critically review literature on a business research topic.</p>	<p>2.1 Critically analyse different theoretical approaches to a research problem. 2.2 Create a structured and thorough critical literature review.</p>	<p>rationale of the proposed research; appropriateness; reasons for selection of a specific research topic; skills, capacities and knowledge requirement identification; research question and hypothesis formulation; rationale elaboration; essential date setting; review and monitoring process.</p> <ul style="list-style-type: none"> <li>• Develop appropriate research objectives and justification: background, aims and objectives selection; reasons for these selections; length of the research; skills, capacities and knowledge enhancement e.g. literature review, methodology, research type selection, data collection and analysis, drawing a successful conclusion; critical knowledge on appropriate research methods e.g. qualitative and quantitative, statistical research tools; research validity, reliability and ethical issues; critical justification of these selections.</li> <li>• Literature review as relevant to the research problem and objectives: definition, features and ways to do literature review; the generic selection of literature; spotting the sources of literature; justification of an appropriate selection of literature.</li> <li>• To compare different theories and authors: the selection of appropriate theories for the research; conceptualisation of the research phenomenon; including relevant theories and the justification of choices; the strength and credentials of relevant theoretical framework; the understanding and interpretation; developing the theoretical framework</li> <li>• Critical review of the key literature for inclusion in a research proposal while focusing on concepts and methodologies followed by other: knowledge on acceptability, reliability and validity of literature;</li> </ul>
<p>3. Be able to design business research methodologies.</p>	<p>3.1 Critically evaluate relevant research methodologies to reflect the research objectives. 3.2 Design an appropriate methodology in terms of the research objectives for a defined population. 3.3 Justify the methodology selected in terms of the research objectives within agreed ethical guidelines.</p>	
<p>4. Be able to develop a research proposal.</p>	<p>4.1 Create a research question, literature review and methodology. 4.2 Propose techniques for use with quantitative and qualitative data collection and analysis.</p>	

		<p>the reference style of literature; key literature type selection e.g. journals, books, papers, conference papers; source of literature: library searches, internet, both online and offline publication media.</p> <ul style="list-style-type: none"> <li>• Research methodologies and relationship with research objectives: advanced knowledge on research methodologies; action research; intervention research; non- intervention research.</li> <li>• Design and choose an appropriate methodology in terms of the research objectives: designing a research using the most appropriate method; research question or hypothesis test; reliability and validity test; ethical and access issues consideration; quantitative methodology; questionnaire design and distribution; conducting interviews; surveys; qualitative methodology; interviews; observation; case studies</li> <li>• Justify the methodology selected in terms of the research objectives: critical knowledge on questions on the questionnaire, interviewee selection, data verification, bias, time and place selection, interview recording; justification of using any selected research tool.</li> <li>• Evaluate and use techniques for use with quantitative and qualitative data: types of data presentation and analysis; qualitative data analysis e.g. techniques of categorisation and coding; transcripts interpretation, data analysis process, data analysis, data presentation, the use of information technologies, quantitative data analysis e.g. value analysis, coding, data analysis manually and electronically;</li> </ul>
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## Assessment

To achieve a pass for this unit, learners must achieve the learning outcomes and meet the standards specified by all assessment criteria.

Learning Outcomes to be met	Assessment Criteria to be covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to 4	Research Proposal	2500 words

## Indicative reading list

### Core texts:

Cameron, S. (2005) *The MBA Handbook*. Harlow: Prentice Hall.

Saunders, M., Lewis, P. and Thornhill, A. (2019) *Research Methods for Business Learners*. Harlow: Prentice Hall.

### Additional reading:

- Anderson, V. (2009) *Research Methods in Human Resource Management*. London: Chartered Institute of Personnel and Development.
- Binsardi, A. (2008) *Research Methods for Management*. Cambridge: International Academic Press.
- Booth, A., Papaioannou, D. and Sutton, A. (2012) *Systematic Approaches to a Successful Literature Review*. London: Sage Publications.
- Bryman, A. and Burgess, E. (2011) *Business Research Methods*. New York: Oxford University Press.
- Burns, R. P. and Burns, R. (2008) *Business Research Methods & Statistics Using SPSS*. London: Sage Publications.
- Cooper, D. R. and Schindler, P. S. (2006) *Business Research Methods*. Boston: McGraw Hill.
- Deniels, P. and Becker, L. (2012) *Developing Research Proposals*. London: Sage Publications.
- Denscombe, M. (2007) *The Good Research Guide*. Maidenhead: Open University Press.
- Easterby-Smith, M., Thorpe, R. and Jackson, P. (2012) *Management Research*. London: Sage Publications.
- Fink, A. (2009) *Conducting Research Literature Reviews*. London: Sage Publications. Flick, U. (2011) *Your Research Project*. London: Sage Publications.
- Gill, J. and Johnson, P. (2010) *Research Methods for Managers*. London: Sage Publications. Jankowicz, A. D. (2005). *Business Research Projects*. London: Thomson Learning.
- Jesson, J. K., Matheson, L. and Lacey, F. M. (2011) *Doing Your Literature Review*. London: Sage Publications.
- Keleman, M. L. and Rumens, N. (2008). *An Introduction to Critical Management Research*. London: Sage Publications.

- Malhatra, N. K. (2007) *Marketing Research: An Applied Orientation*. New Jersey: Pearson.
- McNiff, J. and Whitehead, J. (2009) *Doing and Writing Action Research*. London: Sage Publications.
- Moutinho, L. and Hutcheson, G. D. (2011) *The Sage Dictionary of Quantitative Management Research*. London: Sage Publications.
- Robson, C. (2002) *Real World Research*. Hampshire: John Wiley and Sons.
- Saunders, M., Lewis, P. and Thornhill, A. (2009) *Research Methods for Business Learners*. Harlow: Financial Times/Prentice Hall.
- Thomas, R. and Lynn, P. (2009) *Survey Research in Practice*. London: Sage Publications.

**Journals/newspapers:**

- Journal of Mixed Methods Research;
- Journal of Advances in Management Research;
- Management Research Review;
- Organisational Research Methods;
- Qualitative Inquiry;
- Qualitative Research;
- Qualitative Research in Organisations and Management: An International Journal.

**Websites:**

- <http://managementhelp.org>
- <http://www.referenceforbusiness.com>

## IMPORTANT NOTE

Whilst we make every effort to keep the information contained in programme specification up to date, some changes to procedures, regulations, fees matter, timetables, etc may occur during the course of your studies. You should, therefore, recognise that this document serves only as a useful guide to your learning experience. For updated information please visit our website [www.othm.org.uk](http://www.othm.org.uk). You can call us on +44 (0)20 7118 4243 or email to [info@othm.org.uk](mailto:info@othm.org.uk).