

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Advanced Diploma in Hospitality and Operations Management Awarded by Amity Global Institute
Module Title	Research Methods for Hospitality and Tourism Industry
Module Syllabus No. (if any)	-
Content	This module builds on prior learning within various stages of the modules, this module develops your understanding and awareness of the principles and practicalities underpinning ethical and rigorous research. Through interactive seminar sessions with research-active academic staff, the module develops the practical skills you require for conducting a rigorous and ethical research study.
No. of Teaching Hours	36
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	Written Assessment 1 (1500 Words) – 50% Written Assessment 2 (1500 Words) – 50%
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	Refer Academic Calendar
Recommended Text	Bryman & Bell (2011) Business Research Methods Chapter 3 'Planning a research project and formulating research questions. Supporting Website: www.oxfordtextbooks.co.uk/orc/brymanbrm3e
Additional Reference Texts (if any)	
Additional Remarks (if any)	-

No.	Learning Outcomes/Aims
1	Identify, understand, and deploy various research methodologies, both quantitative and qualitative, to conduct research into a range of management problems and issues.
2	Identify and apply the key data triangulation techniques required to analyse business case problems, plans and issues.
3	Demonstrate and enact the chief ethical considerations that impact management research.
4	Apply a range of quantitative and qualitative research techniques to management problems and issues. Use appropriate software such as SPSS and Nvivo to analyse quantitative and qualitative data. Source, identify and critically review primary and secondary data material.
5	Develop and demonstrate the ability to work independently and to manage the entire research process from question formulation through to analysis and interpretation of results.
6	Develop and demonstrate an appropriate report writing style that balances the demands of brevity, comprehension and criticality and is appropriate for both academic submission and for corporate requirements.
7	Develop report presenting skills in both written and verbal.
8	Critically examine and articulate the importance of the varying philosophical positions that influence management research and the researcher.

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

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