



UK

SYLLABUS 2025-2026

Research Methodology

MODULE SPECIFICATION

Module Code	2526_REC_2_EN_023
Campus	Oxford
Department(s)	Research and Dissertation Methodology
Level / Semester	Masters Year 2 (M2); Equivalent to FHEQ level 7 Semester 09
Language of Instruction	English
Teaching Method	☒ In-person (face-to-face) ☐ Distance learning (live online) ☐ e-Learning (asynchronous) ☐ Hybrid: _____
Pre-requisite(s)?	The students should have mastered the basics of scientific research (M1), be able to analyse and synthesise academic sources, have knowledge of quantitative and qualitative methods, and should be proficient in office automation and analytical tools (Word, Excel, data processing software).
ECTS <i>Reminder: 1 ECTS = between 20 and 30hr- student workload</i>	5
Equivalent FHEQ credits	10
Study Hours	110 hours which comprise of 21 directed learning and 89 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	This module develops advanced skills in the design, execution and communication of independent research within the fields of banking, finance and fintech. Students will critically engage with established
--------------------	---

	and emerging research methodologies, evaluate academic and industry sources, and apply rigorous qualitative and quantitative analysis. They will assess the validity and reliability of findings and explore the responsible use of advanced artificial intelligence tools to support investigation. The Lean Canvas is employed as a strategic framework for planning and refining the research project, enabling students to structure and produce a postgraduate-level thesis with clear relevance to contemporary financial innovation and practice.
Teaching Arrangement	The module will be delivered through an interactive and participatory approach that incorporates discussions, debates, and case studies to stimulate collaborative thinking and foster active understanding. It will include a blended learning approach, combining in-person classes with digital resources (videos, Learning Center Tutorials) to enable a flexible and personalised learning experience.
Learning Outcomes	By the end of this module, students should be able to: 1. Develop and critically justify a Lean Canvas tailored to their research project, demonstrating the conceptual coherence of the thesis and the interrelationship of its constituent elements. 2. Formulate and refine a clearly defined research problem, generating rigorous research questions and, where appropriate, testable hypotheses or proposals. 3. Synthesize and critically evaluate relevant scholarly literature to produce a comprehensive review that underpins and contextualises the research problem. 4. Select and apply advanced analytical techniques to the interpretation of qualitative and quantitative data, demonstrating methodological rigour and critical insight. 5. Integrate and appraise advanced artificial intelligence tools in support of literature searching, data analysis and the structured writing of the thesis, while reflecting on issues of validity, reliability and ethical practice.
Competency Goals <i>(Knowledge, expertise and interpersonal skills)</i>	PGE_M_CG01 - To be equipped with efficient business skills
Alignment with Programme Learning Goals	PGE_M_CG01_LO05 - To identify the appropriate methodology to solve a problem PGE_M_CG01_LO05_I02 - To select the appropriate methodological approach and data processing

SESSION TOPICS / MODULE SCHEDULE

(Please note, a session/sequence may be more than one scheduled class)

Last reviewed: 18/09/2025

Session 1: Introduction and Structuring of the Lean Canvas

Content:

- Presentation of the objectives and structure of the module
- Detailed presentation of the guide and structure of the dissertation (academic standards)
- Detailed introduction to Lean Canvas applied to research
- Definition and refinement of the problem

References:

- Bougie, R. and Sekaran, U. (2020) *Research methods for business: A skill building approach*. 8th edn. John Wiley & Sons. (Chapters 1-3)

Assignments:

- Development of the first Lean Canvas with a defined problem

Session 2: Literature Review and Theoretical Construction

Content:

- Literature search, methodology, and source selection
- On-board librarian
- Cross-reading and criticism of articles
- Development of research proposals or hypotheses

References:

- Bougie, R. and Sekaran, U. (2020) *Research methods for business: A skill building approach*. 8th edn. John Wiley & Sons. (Chapters 4 and 5)

Assignments:

- Selection and critical analysis of 5 articles, formulation of research hypotheses/proposals, and addition to the Lean Canvas

Session 3: Research Design and Data Collection

Content:

- Explanation of research methods (quantitative and qualitative) and rationale for each
 - Deepening of collection techniques (interviews, observation, questionnaires)
- Construction of the data collection plan

References:

- Bougie, R. and Sekaran, U. (2020) *Research methods for business: A skill building approach*. 8th edn. John Wiley & Sons. (Chapters 6-9)

Assignments:

- Develop an interview guide and questionnaire
 - Update the Lean Canvas
- Submit the interview guide and questionnaire into AI to generate data

Session 4: Data Analysis and Validation of Hypotheses

Content:

- Qualitative and quantitative analysis techniques
- Exploitation of results
- Visualisation and interpretation of data

References:

- Bougie, R. and Sekaran, U. (2020) *Research methods for business: A skill building approach*. 8th edn. John Wiley & Sons. (Chapters 14-16)

Assignments:

- AI-generated data analysis, hypothesis testing, proposal verification, and data coding
 - Lean Canvas update

Session 5: Lean Canvas and Research Valorisation

Content:

- Finalisation of the Lean Canvas and improvement of the project summary
- Oral presentation of the Lean Canvas (Q&A to challenge students)
 - Goal: learn to defend their research project

Assignments:

- Oral presentation of the Lean Canvas

KEY TEXTS

1. Bougie, R. and Sekaran, U. (2020) *Research methods for business: A skill building approach*. 8th edn. John Wiley & Sons.

SUPPLEMENTARY TEXTS

1. N/A

MODES OF ASSESSMENT

Continuous Assessment (40%)	Oral presentation
Final Exam (60%)	Report

MODULE DESIGN TEAM

- Author: *Nizar Ghamgui*
- Reviewer: *Mitra Arami*
- External Reviewer: *Priyangani Gunathilake*