

Module Synopses

Doctor of Business Administration

Awarded by University of the West of Scotland

Total numbers of Modules – 7

Module & Description	Hours	Credits
1. Research Methodologies and Philosophy of Research The foundation of the doctoral journey. Candidates examine the competing paradigms that underpin business research – positivism, interpretivism, critical realism and pragmatism – and learn to argue a defensible philosophical position for their own inquiry. The module traces how ontological and epistemological assumptions shape methodological choice, and equips candidates to distinguish quantitative, qualitative and mixed-methods designs by their assumptions, applications and limitations in management research.	36	20
2. Introduction to Qualitative Inquiry An applied grounding in the qualitative traditions most used in business and management research: phenomenology, grounded theory, case study and ethnography. Candidates learn to select and apply appropriate data-collection techniques – interviews, focus groups, observation and documentary analysis – to a defined research question, and to interpret what they gather using recognised analytical approaches such as thematic and narrative analysis.	36	10
3. Introduction to Quantitative Inquiry A working command of quantitative method, from first principles to defensible conclusions. The module covers measurement, sampling, validity and reliability, then moves candidates through descriptive and inferential statistical techniques applied to real business datasets. The emphasis throughout is on interpretation: understanding what an analysis can and cannot support when answering a research question.	36	10

Module & Description	Hours	Credits
4. Supervised Research Proposal and Design The point at which the doctoral project takes shape. Working under supervision, candidates synthesise the relevant literature to establish a clear research gap, aim and set of research questions, then design a coherent and ethically sound research strategy that aligns philosophy, methodology and methods. Candidates must justify their chosen design against the alternatives, weighing feasibility, rigour and ethical considerations.	36	20
5. Independent Business and Management Inquiry: Research(er) Perspectives and Practice The largest module of the taught phase, and the bridge into independent doctoral work. Candidates conduct an independent inquiry into a business or management problem, integrating theory with practice, while critically examining their own positionality, reflexivity and ethical responsibilities as a researcher. The module asks candidates to reflect on the practical, professional and personal dimensions of becoming a scholarly practitioner.	36	40
6. Advanced Quantitative Methods Advanced analytical capability for complex organisational data. Candidates work with multivariate techniques including multiple regression, factor analysis and structural equation modelling, and learn to evaluate the appropriateness, assumptions and robustness of each model against a given research problem. The outcome is the ability to construct and interpret sophisticated quantitative models that test hypotheses and generate defensible inferences.	36	20
7. Strategic Research Project The doctoral thesis. Candidates produce an original and substantial contribution to knowledge addressing a significant business or management problem, evaluating their findings against existing theory to establish both scholarly and practical significance. The project culminates in a viva voce examination, where the candidate defends the methodological rigour, conclusions and implications of the thesis to an expert audience.	36	60