

**Course Code:**

PCRS114

**Session**

2017/18

**1. Course Title:**

Core Research Skills for Postgraduates: Preparing To Do Creative Business

**2. Version**

1.2

**Date of Production/ Revision**

2015/16

**Approval Date**

20 April 2016

**3. Level:**

SCQF 11

**4. Credits:**

15

**5. Lead School/Board of Studies:**

3T

**6. Course Contact:**

Libby Anson

**7. Course Aims:**

The *Preparing To Do Creative Business* course has been designed to provide students with an understanding of the practical and theoretical research processes and methodologies involved in investigating the potential for viable and sustainable creative business and/or career ideas. By the end of the course, student will have had the opportunity to explore and investigate a range of methods by which they can assess the feasibility, desirability and viability of a particular idea that could form a future creative business venture or practice. The course is for all postgraduate students.

Topics of study will include, among others:

- Generating and evaluating ideas
- Identifying innovation
- Analysing trends and data
- Forecasting and monitoring
- Turning an idea into an opportunity
- Project management
- Market research techniques

- Sourcing and accessing information
- Research methodologies
- Data Analysis
- Research Ethics
- Communication and presentation

This course aims to:

- Provide students with a variety of core research tools that are equally useful across a range of fields of postgraduate study;
- Facilitate cross-disciplinary thought and practical connections, by bringing together students on different programmes of study;
- Enable students to conduct and manage their own self-contained research projects;
- Interrogate the relationships between forms of research and modes of practice.

### 8. Intended Learning Outcomes of Course:

By the end of the course students should be able to:

- Use a range of research resources and methods effectively;
- Understand the principles underpinning research at postgraduate level;
- Demonstrate understanding of the relationships between research and practice;
- Organise and conduct research projects effectively and efficiently.

### 9. Indicative Content:

- Introducing research skills for postgraduate students
- Conceptualising a research question
- Understanding research resources
- Finding and managing information
- Mapping the context
- Developing and managing a project of research
- Practice as research
- Disseminating research outcomes
- Research Ethics

Please refer to the elective's documentation/handbook for further details on indicative content.

### 10. Description of Summative Assessment:

Full attendance at seminars, presentations and tutorials is expected. In addition to this, students will be required to submit a written, illustrated assignment or a video presentation that presents their investigations into and analysis of the potential of a creative business idea or professional practice.

The final submission consists of one of two possibilities:

No.	Assessment Method	Description of Assessment Method	Weight %	Submission week (assignments) or length (exam)

1	Written assignment	A 2500-word written assignment (this should include examples of visual work, where appropriate, and a bibliography)	100%	End of Stage 1
Or				
2	Recorded Presentation	A 3-5 minutes video presentation or documentary	100%	End of stage 1
<b>10.1 Please describe the Summative Assessment arrangements:</b>				
<p>The final assessment submission at the end of Stage 1 consists of either of the following:</p> <ul style="list-style-type: none"> <li>- A 2500-word written assignment (this should include examples of visual work, where appropriate, and a bibliography)</li> </ul> <p>or</p> <ul style="list-style-type: none"> <li>- A 3 – 5 minute video presentation/documentary</li> </ul> <p>Either chosen option accounts for 100% of the grade awarded</p> <p>Students will assessed on their ability to:</p> <ul style="list-style-type: none"> <li>- Define an idea for a potential business solution or practice;</li> <li>- Undertake and evidence investigative research into the idea to test if it is viable;</li> <li>- Present a rationale for the research methods used;</li> <li>- Evaluate the rationale;</li> <li>- Provide conclusions and recommendations regarding the viability of the idea, based on the research undertaken.</li> </ul>				

<b>11. Formative Assessment:</b>
Formative Assessment takes place in week 5/6.
<b>11.1 Please describe the Formative Assessment arrangements:</b>
Students are required to present an outline of their proposed assignment and include a bibliography and references to sources of primary research. Students will receive formative feedback in either written or verbal form.

<b>12. Collaborative:</b>	
Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
<b>12.1 Teaching Institutions:</b>	

<b>13. Requirements of Entry:</b>
None

<b>14. Co-requisites:</b>
None

**15. Associated Programmes:**

All Postgraduate Taught Programmes

**16. When Taught:**

Stage 1

**17. Timetable:**

2 hours, Wednesday mornings between 9 – 1 pm.

**18. Available to Visiting Students:**Yes No **19. Distance Learning:**Yes No **20. Placement:**Yes No **21. Learning and Teaching Methods:**

Method	Formal Contact Hours	Notional Learning Hours (Including formal contact hours)
Lecture		
Studio		
Seminar/Presentation	20	20
Tutorial		
Workshop		
Laboratory work		
Project work		
Professional Practice		
E-Learning / Distance Learning		
Placement		
Examination		
Essay		
Private Study	Not Applicable	130
Other (please specify below)		
<b>TOTAL</b>	<b>20</b>	<b>150</b>

**22. Description of "Other" Teaching and Learning Methods:**

None

**23. Additional Relevant Information:**

This course introduces students taking taught postgraduate programmes at the Glasgow School of Art to a range of core research skills, from formulating research questions to methods of utilizing visual and written sources. The ways in which postgraduate study differs from undergraduate – and the significance of research to this distinction – will be explored. Central to the course is the importance of research for practitioners, and the notion of practice as a form of research.

The Core Research Skills courses taught in Stage 1 include the following:

- **Research Methodology and Scientific Writing**
- **Archives and Historical Resources**
- **Business Skills and Creative Entrepreneurship**
- **Writing in Art, Design and Architecture**
- **Drawing as Research**
- **The Sociological Imagination**
- **Popular Culture and Creative Practice**
- **Philosophy and Creative Practice**
- **Analysis and Self Analysis**
- **Design Ethnography in Practice: applying the ethnographic perspective**
- **Visual Mapping: Analysis and Presentation through Graphics**

Students should choose one core research skills elective course only.

#### **24. Indicative Bibliography:**

Wilson, J. (2013) *Essentials of Business Research*. SAGE Publications Ltd

Curran, J., & Johnson, P. (2001) *Researching the Small Enterprise*. SAGE Publications Ltd

Sekaran, U., & Bougie, R. (2013) *Research Methods for Business: A Skill-Building Approach*. John Wiley & Sons

Polaine, A., Lavrans, L., & Reason, B. (2013) *Service Design: From Insight to Implementation*. Rosenfeld Media

Portugal, S. (2013) *Interviewing Users: How to Uncover Compelling Insights*. Rosenfeld Media

The course uses the Harvard System:

Anglia Ruskin University, 2013. Harvard System [WWW Document].

URL <http://libweb.anglia.ac.uk/referencing/harvard.htm> (accessed 12.17.14).