

## Module 5 - Analysis and Evaluation

This module focuses on the analysis and evaluation process from both a theoretical and practical perspective. This will include an outline of data analysis approaches and tools used in business and management research, as well as practical guidance. Presenting data and critically analysing it against the literature is one of the key tasks of the thesis compilation. Key questions include how findings relate to the business and management literature, how they support the existing body of knowledge, how they inform workplace-based problems and what actionable outcomes might be taken as a result? This module will provide guidance with respect to such questions and enable students to respond to them.

Module 5 consists of following three study units:

1. An advanced course on “Critical Analysis and Drawing on the Literature” of 8 weeks duration that will be completed over the first two months. The course is available from: [https://www.doctoratehub.com/advanced\\_courses/138](https://www.doctoratehub.com/advanced_courses/138)
2. A two-month club journey period geared at self-directed learning where the student will be expected to engage with the two different sides, the data, and the literature, in a critical analysis process and under considerations of the research questions posed and the general research purpose.
3. A conference where the student presents the results and outcomes of the module to two expert academics.

Research scoping lectures

Alongside the module, students will be provided with a number of research ‘scoping’ lectures to gain perspectives on how to further develop their research. Topics to be covered within the scope of this lectures include:

1. An introduction to qualitative, quantitative, and mixed-methods data analysis.
2. Quantitative data analysis.
3. Qualitative data analysis.
4. The use of statistical software (e.g., SPSS, Stata) in quantitative data analysis.
5. The use of software (e.g., NVivo) in qualitative data analysis.
6. Analysis of social networks and artefacts in the Digital Age.
7. Data-Literature Mirroring: a back and front juggle.
8. Stop speaking through the literature, start engaging in critical analysis.

### **a) Knowledge gained through Module 5**

At the end of the module/unit the learner will know how to:

- a) Acquire and demonstrate systematic understanding of a highly specialised field of study building upon specialised or multi-disciplinary knowledge within the context of business and management;
- b) Develop critical knowledge of data analysis and the process of evaluation;
- c) Show knowledge and understanding of diverse scholarly sources in business and management in order to present and justify selected data analysis and evaluation methods;
- d) Demonstrate comprehensive understanding and proficiency in utilising appropriate data analysis and evaluation methods to solve stated research questions;

Extend, redefine, and/or introduce an original contribution to existing practice and/or knowledge within the field of research in the context of business and management.

### **b) Skills gained through Module 5**

At the end of the module/unit the learner will have acquired the following skills:

- a) Demonstrate mastery in skills related to the selection of data analysis and evaluation methods and proficiency in writing, planning and performing of data analysis and evaluation methods using scientific argumentation to justify and present innovative scholarly research within the framework of business and management;
- b) Autonomously perform data analysis and evaluation using diverse sources of evidence, synthesise the findings into a distinctive research project and present it to different audiences, encompassing both peers and the broader business and management community;
- c) Autonomously write a publishable chapter on the project analysis and evaluation, effectively communicating expertise to a broad audience, encompassing both peers and the broader business and management community;
- d) Deliberate upon and proactively respond to workplace, technological, social, cultural, and ethical issues and address the needs of a knowledge-based society within the framework of business and management;

Demonstrate proficiency in critically evaluating and analysing situations with incomplete or limited information, as well as applying original research to solve problems in novel or unfamiliar work environments within the context of business and management.

### **c) Competencies gained through Module 5**

At the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- a) Demonstrate expertise and authority in addressing contemporary topics within a specialised area of study in business and management, and to exhibit the ability to make judgements that consider a multitude of interacting factors;
- b) Consider how the chosen analysis and evaluation methods can contribute to the advancement of the social, scientific and ethical dimensions in business and/or management research;
- c) Demonstrate expertise and authority in utilising analysis and evaluation methods, and in making judgements involving a multitude of interacting business and management factors;
- d) Independently identify, present, and justify appropriate analysis and evaluation methods for doctoral research within the field;
- e) Demonstrate expertise and authority in navigating the various steps of the analysis and evaluation process within the realm of business and management (analyse qualitative and quantitative data using specialised software tools and techniques, descriptive statistics, validity and reliability testing, coding, modelling activities, significance, hypotheses testing, etc.);
- f) Effectively plan and organise a doctoral research project, integrating it into both professional and personal aspects of life;
- g) Promote and foster social, scientific, and ethical progress through proactive actions in business and management;

Demonstrate a sustained commitment to generating novel ideas and providing context-specific solutions within the chosen specialised field of study in business and management.

**d) Learning hour estimates – full time**

<b>Module Weekly learning hour distribution</b>	<b>Course / Mentoring</b>	<b>Clubs</b>	<b>Sum</b>
A. Reading	15	15	240
B. Writing (assignments, drafts, etc.)	5	5	80
C. Practicing (training, presenting, data collection, etc.)	5	5	80
D. Peer work (group discussions, peer feedback, etc.)	5	1	48
E. Assessment (of assignments / drafts)	1	1	16
F. Live sessions	1	1	16
G. Formative Feedback (by supervisor, mentor, chairs)	1	1	16
<b>Sum weekly hours</b>	<b>33</b>	<b>29</b>	<b>496</b>

H. Research Scoping Lectures (90min per session)	6	6	12
I. End of module conference	0	4	4
<b>Sum of hours per module*</b>	<b>270</b>	<b>242</b>	<b>512</b>
Module total	512		
Contact (D, F, H)	76		
Supervised (G)	16		
Self-Study (A, B, C)	400		
Assessment (E, I)	20		
Average weekly learning hours	32		
* Considering 8 course/mentored weeks followed by 8 club weeks per module.			

**e) Learning hour estimates – part time**

<b>Module Weekly learning hour distribution</b>	<b>Course / Mentoring</b>	<b>Clubs</b>	<b>Sum</b>
A. Reading	15	7,5	300
B. Writing (assignments, drafts, etc.)	5	2,5	100
C. Practicing (Training, presenting, data collection, etc.)	5	2,5	100
D. Peer work (group discussions, peer feedback, etc.)	5	0,5	52
E. Assessment (of assignments / drafts)	1	0,5	20
F. Live sessions	1	0,5	20
G. Formative Feedback (by supervisor, mentor, chairs)	1	0,5	20
<b>Sum weekly hours</b>	<b>33</b>	<b>14,5</b>	<b>612</b>
H. Research Scoping Lectures (90min per session)	6	6	12
I. End of module conference	0	4	4
<b>Sum hours per module*</b>	<b>270</b>	<b>358</b>	<b>628</b>
Module total	628		

Contact (D, F, H)	84
Supervised (G)	20
Self-Study (A, B, C)	500
Assessment (E, I)	24
Average weekly learning hours	19,63
* Considering 8 course/mentored weeks followed by 24 club weeks per module	

**f) Assessment grid**

<b>Module</b>	<b><u>Weekly course assignments &amp; mentoring drafts to be submitted for formative assessment and feedback</u></b>	<b><u>End of course / mentoring written and oral assessments</u></b>	<b><u>End of module conference assessments</u></b>
<b>Module 5 Analysis &amp; Evaluation</b>	<p>Week 1 - Updated draft of the “T1_8 Research Analysis Template Sheet”.</p> <p>Week 2 - Discussion detailing what the data is telling about the apparent problem domains and the problem (domain) properties.</p> <p>Week 3 - Reworked T2 by examined stakeholder group.</p> <p>Week 4 - Illustration of the relations and connections across the problem domains, the problem properties and the different stakeholder groups.</p> <p>Week 5 - Summary of the key literature and the type of knowledge that it provides to the research findings.</p> <p>Week 6 - Overview about the main outcomes of the analysis and evaluation.</p>	<p>A draft data analysis and evaluation chapter presenting-main outcomes of the analysis and evaluation process as well as first conclusions based on the analysis and evaluation.</p> <p><i>Type:</i> Individual assignment.</p> <p><i>Weighting:</i> 20%.</p> <p><i>Written component:</i> Word count: 2,000 words (excluding table of content, figures, references).</p> <p><i>Oral component:</i> Presentation of 10 minutes.</p> <p><i>Submission:</i> on-line in the DoctorateHub system.</p>	<p>An analysis and evaluation chapter (final draft) including presentation of main findings and outcomes to answer the research question(s) as well as draft discussion section.</p> <p><i>Type:</i> Individual assessment.</p> <p><i>Written component:</i> Word count: 6,000 words.</p> <p><i>Weighting:</i> 70%.</p> <p><i>Oral component:</i> Presentation of 5 minutes, followed by a 15 minutes Q/A session, and a final 10 minutes on the next development steps.</p> <p><i>Weighting:</i> 10%</p>

	<p>Week 7 - Document detailing the conclusions that can be derived from the analysis and evaluation.</p> <p>Week 8 - Revised T4 Illustration bringing out the key findings and open questions of this research.</p>	<p><i>Due date:</i> 1 week after the last lecture of the module.</p>	<p><i>Submission:</i> on-line in the DoctorateHub system.</p> <p><i>Due date:</i> 1 week before the conference.</p>
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