Module Descriptor

Title	Creative Research		
Session	2026/27	**Status**	Existing
Code	MARK11019	**SCQF Level**	11
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**School of Business and Creative Industries** **Business and Creative Industries**		
Module Co-ordinator	Rong Li		

Summary of Module

This module is designed to provide a clear appreciation of the research process as it applies to a creative research situation.

The module adopts both a theoretical and a practical perspective. This means that students will be encouraged to understand the why of research and they will have the opportunity to practise the skills required and thus will explore how robust research should be conducted.

The syllabus will include the following areas:

- Creative research fundamentals - defining research - research philosophy
- Ethics in research
- Developing the research question, setting aims and objectives
- Research proposals and writing up research
- The creative literature review
- Developing a research strategy
- Qualitative research applications
- Quantitative research applications
- Making sense of data and drawing conclusions

Module Delivery Method	On-Campus[1] ☒	Hybrid[2] ☐	Online[3] ☐	Work -Based Learning[4] ☐
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☒ Paisley X	☐ Online / Distance Learning ☐ Other (specify)	

Terms for Module Delivery	Term 1	☐	Term 2	X☒	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Demonstrate a critical appreciation of the research process as it applies to a creative research situation.
L2	Evaluate and critically discuss the practical application of specific research methods, understand the challenges and limitations of the methods and propose strategies for dealing with these challenges and limitations.
L3	Competently evaluate and present research-related data logically and succinctly in an accessible manner.
L4	
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 11** Develop knowledge of the overall research process from philosophical foundations to analysis and writing up the required research documentation. This will incorporate: • Demonstrating knowledge of the philosophical fundamentals of research decisions including the impact of epistemology, ontology and axiology. • Appreciating the relationship between research philosophy and the selection of research methods.

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

	• Developing an extensive critical understanding of qualitative and quantitative research methods for creative academic and applied research. • Understanding data analysis techniques appropriate for creative academic and applied research. • Embracing a critical, reflective awareness of ethical considerations in research.
Practice: Applied Knowledge and Understanding	**SCQF 11** Plan for a significant research proposal/project. This will incorporate: • Grounding research on appropriate research foundations. • Using qualitative and quantitative research methods. • Using relevant data analysis techniques and demonstrate creativity in the application and interpretation of the resulting data. • Writing up appropriate research documentation.
Generic Cognitive skills	**SCQF 11** Apply critical analysis, evaluation and synthesis to creative research decisions including ethical aspects of research. This will incorporate: • Identifying and defining challenges with research decisions. • Developing original and creative responses to research challenges. • Dealing with complex research issues to facilitate the making of decisions where information may be inconsistent or incomplete • Critically reviewing knowledge, skills and practices within creative research
Communication, ICT and Numeracy Skills	**SCQF 11** Use a wide range of routine skills and a range of advanced and specialised skills required in creative research. This will incorporate: • Communicating with a range of audiences with different levels of knowledge using appropriate methods. • Communicating with peers, senior colleagues and specialists. • Using appropriate ICT applications to support and enhance the creative research process and presentation of research information. • Evaluating and interpreting research information.
Autonomy, Accountability and Working with Others	**SCQF 11** Exercise substantial autonomy and initiative in the creative research situation. This will incorporate: • Taking responsibility for own work and sharing significant responsibility for the work of others. • Taking significant responsibility for a range of creative research decisions and operationalising such decisions. • Working in effective relationships with peers and others. • Demonstrating leadership and/or initiative and making an identifiable contribution to research decisions and activities. • Managing complex ethical and professional creative research issues and make informed judgements on such issues (and other serendipitous issues that may arise in a creative research context). • Practising in ways which draw on critical reflection on own and others' roles and responsibilities

Prerequisites	**Module Code**	**Module Title**
	Other	

Co-requisites	Module Code	Module Title

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	24
Tutorial / Synchronous Support Activity	24
Asynchronous Class Activity	48
Independent Study	104
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Creswell, John W and Creswell, JD (2023). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. 6th ed. Thousand Oaks: Sage Gray, David E (2021). Doing Research in the Real World. 5th ed. London: Sage. Saunders, Mark NK, Lewis, P and Thornhill Adrian (2023). Research Methods for Business Students. 9th ed. Harlow: Pearson Education.
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:** The university is committed to providing a supportive learning environment that actively facilitates student success. In this module, there is a high degree of student-led flexibility. You are academically engaged if you are regularly engaged with scheduled live sessions on-campus and online, including engaging with online learning activities in your own time, course-related learning resources, and with timely completion and submission of assessments.

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code. In line with current legislation (Equality Act, 2010) and the UWS Equality, Diversity, and Human Rights Code, our modules are accessible and inclusive, with reasonable adjustment for different needs where appropriate. Module materials comply with University guidance on inclusive learning and teaching, and specialist assistive equipment, support provision and adjustment to assessment practice will be made in accordance with UWS policy and regulations. Where modules require practical and/or laboratory based learning or assessment required to meet accrediting body requirements the University will make reasonable adjustment such as adjustable height benches or assistance of a 'buddy' or helper.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Please select**
Overall Assessment Results	☐ **Graded**
Module Eligible for Compensation	**No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Marketing, Innovation, Tourism and Events
Moderator	King Omeihe
External Examiner	Jane Johnstone
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Research Portfolio (100%). Students are asked to write up a research portfolio in a 'learning log' style, comprising the completion and reporting of weekly tasks which focus on the topics prepared and discussed as part of the module. Max c4000 words.
Assessment 2
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed.

(ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☒	☒	☒	☐	☐	100%	0

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	**When**	**Who**
Moved to new template, updated editions of core texts	26 Feb 25	Valerie Will