**Assignment brief** September 2021

The assignment is a report in three parts

Part 1: Critically evaluate two different qualitative methods you might use in answering the research question for your DBA/PhD

Part 2: Using one of the methods above undertake a single data collection exercise, and then analyse the data collected.

Part 3: produce a reflection based on the part 2 exercise on

1. Your own strength and weaknesses as a qualitative researcher
2. Your development needs as a qualitative researcher and how they might be met

**Word Count 4000 words**

The learning outcomes for the assignment are

*1. Design an appropriate qualitative research strategy, which identifies and evaluates suitable methods of data collection and analysis*

*2. Demonstrate the ability to critically reflect on their research activity in order to develop future capabilities.*

*3. Identify their skills and development as a qualitative researcher and assess the implications of their research*

Submission date: **Monday 28th November 2021 10am**

*The assessment criteria will be*

1. *To demonstrate a critical understanding of different research methods*
2. *To demonstrate the ability to undertake qualitative data collection and analysis*
3. *To demonstrate insight and understanding of their own abilities as a qualitative researcher, including insight in how to improve skills*
4. *Fully and comprehensively referenced using a wide range of academic sources*

*Marks will be lost if*

1. *The work is not in the report format*
2. *The work is not correctly referenced using the LSBE referencing system*
3. *The work is not within 10% +/- of the work count*
4. *The work is poorly written, including grammar, spelling and punctuation*