

Research Methods

Module Information

2022.01, Approved

Summary Information

Module Code	4507IRICBT
Formal Module Title	Research Methods
Owning School	Humanities and Social Science
Career	Undergraduate
Credits	15
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
International College of Business and Technology

Learning Methods

Learning Method Type	Hours
Lecture	45

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

Aims	The aim of this module is to teach students social science research useful for academic and professional investigations of information practices. In addition, it tries to teach the use of qualitative and quantitative research approaches to empirical research problems.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Identify the research terminology, ethical principles of research, ethical challenges and approval processes
MLO2	2	Distinguish between the quantitative and qualitative research methodology
MLO3	3	Assess various data collection methods and sampling techniques
MLO4	4	Interpret the research findings based on statistical outputs

Module Content

Outline Syllabus	1. Introduction to research & research methodology 2. Establishment of problem, significance and deciding 3. Literature review 4. Descriptive, exploratory and explanatory research 5. Conceptualization of research problem 6. Selection of study design 7. Quantitative and qualitative research 8. Data collection methods and suitability 9. Qualitative research design 10. Research proposal format
Module Overview	
Additional Information	Recommended reading: Mark Saunders, Philip Lewis and Adrian Thornhill, 2012, Research Methods for Business Students (6th Ed.), Pearson Education Limited, Harlow. Uma Sekaran, Research Methods for Business: A Skill Building Approach (5th Ed.), 2010. John Wiley & Sons, New Delhi.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Exam	3 hour exam	100	0	MLO3, MLO4, MLO1, MLO2

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Matthew Hill	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings