

## Liverpool John Moores University

Title: Research Methods  
Status: Definitive  
Code: **4507IRICBT** (128518)  
Version Start Date: 01-08-2021

Owning School/Faculty: Humanities and Social Science  
Teaching School/Faculty: International College of Business and Technology

Team	Leader
Matthew Hill	Y

**Academic Level:** FHEQ4  
**Credit Value:** 15  
**Total Delivered Hours:** 45  
**Total Learning Hours:** 150  
**Private Study:** 105

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	45

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	3 hour exam	100	

### 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.*

### Learning Outcomes

After completing the module the student should be able to:

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

## **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

3 hour exam	1	2	3	4
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## **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*

## **Learning Activities**

Lectures

## **Notes**

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.