Liverpool John Moores University

Title:	RESEARCH METHODS FOR BUSINESS	
Status:	Definitive	
Code:	5001BUSBM (111259)	
Version Start Date:	01-08-2011	
Owning School/Faculty:	Liverpool Business School	
Teaching School/Faculty:	Liverpool Business School	

Team	Leader
John Reed	Y

Academic Level:	FHEQ5	Credit Value:	12.00	Total Delivered Hours:	16.00
Total Learning Hours:	120	Private Study:	104		

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11.000
Tutorial	5.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework	100.0	

Aims

To prepare students for the Level 3 Project. It aims to enable students to develop a research proposal and utilize quantitative and qualitative research tools.

Learning Outcomes

After completing the module the student should be able to:

1 Identify an appropriate research topic

- 2 Produce research aims and objectives
- 3 Undertake an indicative literature review
- 4 Develop a research strategy and appropriate methods
- 5 Propose appropriate timescale and resources
- 6 Prepare an appropriately presented and coherent research proposal

Learning Outcomes of Assessments

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

Essay 1 2 3 4 5 6

Outline Syllabus

Defining the research topic. Critically reviewing the literature. Deciding the research strategy and methods. Using secondary data. Collecting primary data. Analysing quantitative and qualitative data. Planning a timescale and use of resources. Writing the research proposal.

Learning Activities

Lectures and workshops will be the main form of student learning activities. Students will be required to work both individually and in groups to develop the above learning outcomes. Workshops will enable students to use computer - based facilities to input and analyse quantitative and qualitative data.

References

Course Material	Book	
Author	Saunders, M, Lewis, P and Thornhill A	
Publishing Year	2002	
Title	Research Methods for Business Students	
Subtitle		
Edition	3rd	
Publisher	Prentice Hall	
ISBN	0-273-65804-2	

Course Material	Book
Author	Bryman, A and Bell, E
Publishing Year	2003
Title	Business Research Methods

Subtitle	
Edition	1st
Publisher	OUP
ISBN	019-925938-0

Book
Fisher, C
2004
Researching and Writing a Dissertation
For Business Students
1st
Pearson Education
0-273-68334-9

Notes

This module aims to prepare students for the Level 3 Project. It enables students to develop a research proposal and utilize quantitative and qualitative research tools.