

Liverpool John Moores University

Title: Research Methods
Status: Definitive
Code: **5002BUSHR** (117310)
Version Start Date: 01-08-2018

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Academic Portfolio

Team	Leader
Trevor Morrow	Y

Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 78
Total Learning Hours: 240 **Private Study:** 162

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Seminar	39
Workshop	39

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Ass 1	Research Analysis	50	
Report	Ass 2	Research Proposal	50	

Aims

During semester one, the module aims to develop student skills in the research process. Working in teams, students will work on a real research problem which will develop student skills in questionnaire design, team work, the analysis of quantitative and qualitative data and the production of a comprehensive research report. the assessment will be a 2500 word assignment

In semester two, the module aims to prepare students for the level six independent

Impact report – Research Proposal by enabling them to critically analyse different research methods and methodologies and utilise quantitative and qualitative research tools. A major purpose of this module is to ensure that students are comfortable using

Statistical analysis packages such as SPSS, Excel and Nvivo as students may be required to use such software during their research projects.

Learning Outcomes

After completing the module the student should be able to:

- 1 Prepare a research proposal appropriate for a level 3 Impact Investigation.
- 2 Working in teams, students will work on a real research problem which will develop student skills in questionnaire design.
- 4 Prepare an individual, appropriately presented and coherent research proposal (which will require the production of accurate research objectives, an indicative literature, a research strategy and appropriate methodology)

Learning Outcomes of Assessments

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

Research Analysis	2	
Research Proposal	1	4

Outline Syllabus

1. *Introduction to the Research process.*
2. *The questionnaire design processes.*
3. *Introduction to Analysis tools.*
4. *The research process and the importance of research.*
5. *Critically reviewing the literature.*
6. *Deciding the research strategy and methods.*
7. *Using secondary data.*
8. *Collecting Primary data.*
9. *Designing a questionnaire, developing a focus group and interview schedule.*
10. *Analysing quantitative and qualitative data.*
11. *Planning a timescale and use of resources.*
12. *Writing the research proposal.*

Learning Activities

The module will be taught by seminar. The seminars are designed to disseminate the information required to complete the work provided in the seminar and as such, the work is designed so as to take the student step by step through the research process.

Notes

This module will introduce students to the processes involved in undertaking a research exercise. In semester one, students will work in teams on a research topic.

This will involve the design/coding of questionnaires and either focus groups, interviews or other qualitative method to ensure, information gathering, analysis of primary and secondary data, interpretation and presentation of the data, for a client, in the form of a report. In semester one, attendance at seminars is important because, although you are expected to arrange additional ad hoc sessions in private study time, seminars will be the official weekly meeting time for the level 5 cohort.

The coursework deadline is the end of week 13

In semester two, seminars are designed to assist students in the development of skills necessary for the design, planning and implementation of a research project. The coursework requires students to produce a research proposal suitable for the final year project.

The coursework deadline is the end of week 34.