

### Summary Information

Module Code	5002LBSBSC
Formal Module Title	Research and Analysis for Business
Owning School	Business and Management
Career	Undergraduate
Credits	10
Academic level	FHEQ Level 5
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

### Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	33

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

### Aims and Outcomes

Aims	Students will examine the different methodological approaches and the benefits which can be gained from each or a mix. Students will also learn different methods of synthesising data and findings that will enable them to develop valid and reliable conclusions that would facilitate informed business choices.
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**After completing the module the student should be able to:**

**Learning Outcomes**

Code	Number	Description
MLO1	1	Demonstrate necessary skills to develop their scope and understanding of research methodologies
MLO2	2	Apply in the right context the various research methodologies to match their subject/business focus
MLO3	3	Demonstrate the research skills required to collect and understand secondary data and/or primary data in the intended marketplace
MLO4	4	Demonstrate their ability to digest the complexity of their market and make valued decisions based on factual data
MLO5	5	Understanding of the ethical considerations of any research

**Module Content**

Outline Syllabus	1. Examining theoretical approaches to methodologies 2. Research ethics 3. Research paradigms and approaches 4. Secondary data analysis 5. Qualitative and quantitative primary data collection approaches 6. Data collection instrument design 7. Methods of data analysis 8. Data analysis software packages
Module Overview	This module aims to develop your skills in the research process, creating a research proposal on a topic of your choice. Working as an individual, you will work on a real research problem which will develop your skills in questionnaire design, team work, the analysis of quantitative and qualitative data and the production of a comprehensive research report.
Additional Information	The module aims to develop student skills in the research process.

**Assessments**

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio	100	0	MLO3, MLO2, MLO1, MLO4, MLO5

**Module Contacts**

**Module Leader**

Contact Name	Applies to all offerings	Offerings
Tonci Grubic	Yes	N/A

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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