Module Proforma

Approved, 2022.03

Summary Information

Module Code	5012SSLN
Formal Module Title	Investigating Tourism
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Aggelos Panayiotopoulos	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings

Partner Module Team

Contact Name	Applies to all offerings	Offerings

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours

Lecture	20
Workshop	20

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	To enable students to understand, critically analyse and apply a variety of research methodologies and methods.

Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Understand the implications of distinct philosophical approaches to undertaking research.
MLO2	Critically evaluate the differences between qualitative and quantitative methods of data collection and analysis.

Module Content

Outline Syllabus
This module aims to enable students to gain an in-depth insight into the different strands of research design. This will cover diverse strategies and methodological frameworks, data collection methods, data analysis methods, ethics, sampling, undertaking reflexive research, and will also consider visual approaches.

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Additional Information

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping

Presentation	Presentation	30	0	MLO1, MLO2
Portfolio	Portfolio	70	0	MLO1, MLO2