

Module Information

2022.01, Approved

Summary Information

Module Code	5052YPCBM
Formal Module Title	Research Methods for Business
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	11
Workshop	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	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	Demonstrate an 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	
Additional Information	

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Presentation	30	0	MLO1, MLO5
Report	Report	70	0	MLO2, MLO3, MLO4

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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