

Liverpool John Moores University

Title: Research Methods for Business

Status: Definitive

Code: **5052YPCBM** (122973)

Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management

Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Tonci Grubic	Y

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 44

Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Seminar	11
Workshop	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Presentati	15 minutes presentation different data collection methods and instruments. This should discuss the intended benefits and fallacies with each approach as well as consider the ethics behind each.	30	
Report	Report	Produce a 2500 word proposal that considers your intended market place/sector information, further highlighting the opportunities to be gained for business purposes.	70	

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.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

Presentation	1	5	
Report	2	3	4

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*

Learning Activities

Lectures will cover key methodological concepts and theories alongside the importance of ethics in research. Students will undertake critical examination of these theories and identify different approaches to data collection instrument design and analysis. A review of dominant approaches based on subject area as well as IT session to facilitate usage of software packages will be undertaken. These include

software for questionnaire design and both qualitative and quantitative data analysis.

Notes

n/a