

Summary Information

Module Code	5150BUSHR
Formal Module Title	Introduction to Research Methods
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
Jason Bogh	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
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Lecture	12
Workshop	24

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	The module aims to develop student skills in the research process. Students will learn the whole research process through attending lectures, conducting online exercises and discussions, and participating in workshops. Students will work on a real research problem which will develop their skills in designing and implementing quantitative and qualitative research projects. In addition, the module aims to prepare students for their level six independent Impact report, by enabling them to critically review and summarise literature and independently conduct a research project utilising quantitative and qualitative research tools. Furthermore, this module aims to equip students with the skills needed to analyse qualitative and quantitative data using softwares (e.g. SPSS for quantitative and NVivo for qualitative). The students learning will be assessed through a 2500 word research proposal.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Work on a real research problem which will develop skills in research design, and quantitative and qualitative data analysis.
MLO2	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)

Module Content

Outline Syllabus
1. Introduction to the Research process 2. Understanding Research Philosophy 3. Strategies for selecting a research topic 4. Critical Literature Review 5. Qualitative and quantitative research designs 6. Research Ethics and negotiating access 7. Quantitative data collection 8. Quantitative data analysis 8. Qualitative data collection 9. Qualitative data analysis 10. Writing and Presenting findings 11. Preparing a research proposal

Module Overview

The module aims to develop skills in the research process. This module will introduce you to the processes involved in undertaking a research project. This will involve selecting a research topic; critically reviewing the relevant literature; designing qualitative, quantitative or mixed-method research; preparing data-collection tools and collecting, analysing and presenting the findings. The assessment requires you to prepare a research proposal.

Additional Information

This module will introduce students to the processes involved in undertaking a research project. This will involve selecting a research topic, critically reviewing the relevant literature, designing a qualitative, quantitative or mixed-method research, preparing data-collection tools, and collecting, analysing and presenting the findings. The assessment requires the students to prepare a research proposal; the coursework deadline is the end of week 12.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Research Proposal	100	0	MLO1, MLO2