

Liverpool John Moores University

Title: Introduction to Research Methods
Status: Definitive
Code: **5150BUSHR** (122749)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
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Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 36
Total Learning Hours: 200 **Private Study:** 164

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12
Workshop	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Ass 1	2500- Word Research Proposal	100	

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Work on a real research problem which will develop skills in research design, and quantitative and qualitative data analysis.
- 2 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)

Learning Outcomes of Assessments

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

Research Proposal	1	2
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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*

Learning Activities

The module will be taught through lectures, online activities, and interactive workshops. The lectures are designed to disseminate the required research methods knowledge, the online sessions are intended to allow students to get more engaged with relevant videos, exercises and group discussions. Finally the workshops will allow the students to practice their acquired research skills and get instant feedback from their instructor.

Notes

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.