

## Liverpool John Moores University

Title: Academic and Practitioner Research Methods  
Status: Definitive  
Code: **5240BSPTHR** (123916)  
Version Start Date: 01-08-2021

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

Team	Leader
Maddy Petzer	Y
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**Academic Level:** FHEQ5      **Credit Value:** 30      **Total Delivered Hours:** 60

**Total Learning Hours:** 300      **Private Study:** 240

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Online	30
Workshop	30

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Proposal	2500 word research proposal	100	

### Aims

*The module aims to develop student skills to research a real-life workplace problem. 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 that 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).*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Critically analyse existing literature on a topic of their choice that will inform their research proposal
- 2 Work on a real research problem, define a research question based on the problems, and design a research to examine the problem
- 3 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	3
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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 organized in two block days. 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 will involve selecting a real-life 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.