

Module Information

2022.01, Approved

Summary Information

Module Code	5240BSPTHR
Formal Module Title	Academic and Practitioner Research Methods
Owning School	Business and Management
Career	Undergraduate
Credits	30
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Online	30
Workshop	30

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

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).
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically analyse existing literature on a topic of their choice that will inform their research proposal
MLO2	2	Work on a real research problem, define a research question based on the problems, and design a research to examine the problem
MLO3	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)

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 9. Qualitative data collection 10. Qualitative data analysis 11. Writing and presenting findings 12. Preparing a research proposal
Module Overview	The module aims to develop your skills to research a real-life workplace problem. You will learn the whole research process through attending lectures, conducting online exercises and discussions, and participating in workshops. You will also work on a real research problem that will develop your skills in designing and implementing quantitative and qualitative research projects.
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Research Proposal	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings

Helen Klepper	Yes	N/A
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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