

## Liverpool John Moores University

Warning: An incomplete or missing proforma may have resulted from system verification processing

Title: Research Design  
Status: Definitive  
Code: **5502IACTEM** (126056)  
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Kolej IACT SDN BHD

| Team           | Leader |
|----------------|--------|
| Nick Wise      | Y      |
| Lindsey Gaston |        |

**Academic Level:** FHEQ5      **Credit Value:** 10      **Total Delivered Hours:** 20  
**Total Learning Hours:** 100      **Private Study:** 80

### Delivery Options

Course typically offered: Semester 2

| Component | Contact Hours |
|-----------|---------------|
| Lecture   | 20            |

**Grading Basis:** 40 %

### Assessment Details

| Category | Short Description | Description        | Weighting (%) | Exam Duration |
|----------|-------------------|--------------------|---------------|---------------|
| Essay    | AS1               | Essay (2500 words) | 100           |               |

### Aims

*To enable students to understand a variety of research methodologies and be able to understand and critically analyse the application of different research methods to a diverse range of research topics.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Identify and analyse the implications of distinct methodological approaches to undertaking research.
- 2 Evaluate a range of qualitative and quantitative methods of data collection and analysis.

### **Learning Outcomes of Assessments**

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

|       |   |   |
|-------|---|---|
| Essay | 1 | 2 |
|-------|---|---|

### **Outline Syllabus**

*This module aims to enable students to gain an in-depth insight into the different strands of research design. This will cover diverse strategies and methodological frameworks, data collection methods, data analysis methods, ethics, sampling, undertaking reflexive research, and will also consider visual approaches.*

### **Learning Activities**

Interactive lectures during which students will participate in discussions based around material presented in the lectures, as well as drawing on prescribed reading and case studies.

### **Notes**

-