

## Liverpool John Moores University

Title: RESEARCH METHODS FOR BUSINESS  
Status: Definitive  
Code: **5502MK** (107487)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Isle of Man International Business School

Team	Leader
Alex Watt	Y

**Academic Level:** FHEQ5  
**Credit Value:** 12.00  
**Total Delivered Hours:** 22.00  
**Total Learning Hours:** 120  
**Private Study:** 98

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12.000
Tutorial	10.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework.	100.0	

### Aims

*To prepare students for the Level 3 Project. It aims to enable students to develop a research proposal and utilize quantitative and qualitative research tools.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Identify an appropriate research topic.

- 2 Produce realistic research aims and objectives.
- 3 Undertake an indicative critical literature review.
- 4 Develop a research strategy and appropriate methodology.
- 5 Propose appropriate timescale and resources.
- 6 Prepare an appropriately presented and coherent research proposal.

## Learning Outcomes of Assessments

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

ESSAY                                    1    2    3    4    5    6

## Outline Syllabus

- Defining the research topic.*
- Critically reviewing the literature.*
- Deciding the research strategy and methods.*
- Using secondary data.*
- Collecting primary data.*
- Analysing quantitative and qualitative data.*
- Planning a timescale and use of resources.*
- Writing the research proposal.*

## Learning Activities

Lectures and tutorial workshops as well as guided private study will be the main forms of learning activities. Students will be required to work both individually and in groups to develop the above learning outcomes. Some of the tutorials will be held in the IT suite which will enable students to use computer - based facilities to input and analyse data.

## References

<b>Course Material</b>	Book
<b>Author</b>	Saunders, M, Lewis, P and Thornhill A
<b>Publishing Year</b>	2009
<b>Title</b>	Research Methods for Business Students
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	5th edition, Harlow, Prentice Hall
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Bryman, A and Bell, E
<b>Publishing Year</b>	2007

<b>Title</b>	Business Research Methods
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	2nd edition, Oxford, Oxford University Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Fisher, C
<b>Publishing Year</b>	2007
<b>Title</b>	Researching and Writing a Dissertation: A Guide For Business Students
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	2nd edition, Harlow, Pearson Education
<b>ISBN</b>	

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### Notes

The coursework is to produce a research proposal suitable for the final year Project. This will be developed as the module progresses. Formative feedback is provided during the tutorials, some of which involve discussions with students about their progress on the coursework.