

## Liverpool John Moores University

Title: Research and Analysis for Business

Status: Definitive

Code: **5502YPCBSC** (126821)

Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management

Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Foteini Stavropoulou	Y

<b>Academic Level:</b>	FHEQ5	<b>Credit Value:</b>	10	<b>Total Delivered Hours:</b>	44
<b>Total Learning Hours:</b>	100	<b>Private Study:</b>	56		

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Seminar	33

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	RPT	Research Proposal	100	

### Aims

*To prepare students for the level 6 project, the module aims to enable students to develop a research proposal on a topic of their choice.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse a range of research topics in order to identify, justify and develop the most relevant, original and feasible research topic.
- 2 Identify relevant literature in order to produce a critical evaluation of that literature.
- 3 Analyse a range of research methodologies in order to apply the most suitable in addressing a chosen research question.

### **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**

*Defining the Research Topic*  
*Identifying the Relevant Literature*  
*Critically Reviewing the Literature*  
*Deciding the Research Strategy and Methods*  
*Using Secondary Data*  
*Collecting Primary Data*  
*Analysing Data Quantitatively and Qualitatively*  
*Negotiating Ethics and Access*  
*Planning a Timescale And Use Of Resources*

### **Learning Activities**

Lectures, seminars to support the development of IT and research skills.

### **Notes**

The module aims to develop student skills in the research process. Working as an individual, students will work on a real research problem which will develop student skills in questionnaire design, team work, the analysis of quantitative and qualitative data and the production of a comprehensive research report.