Liverpool John Moores University

Title: Research Methods
Status: Definitive
Code: **5503SSLNLC**   (122663)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: City of Liverpool College

Team	Leader
Andrew Simpson	Y

Academic Level:	FHEQ5	**Credit Value:**	20	**Total Delivered Hours:**	40
Total Learning Hours:	200	**Private Study:**	160		

Delivery Options
Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	20
Workshop	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Essay (1,500 words)	30	
Report	AS2	Research Project and Poster (3,000 words)	70	

Aims

To develop an understanding of experimental design, quantitative and qualitative research tools and statistics. The module will give opportunities to develop research skills linking academic theory to an issue within the workplace.

Learning Outcomes

After completing the module the student should be able to:

1   Critically assess and evaluate the research process for an academic published article
2   Synthesize, interpret, analyse and evaluate information and data relevant to tourism, leisure and hospitality

Learning Outcomes of Assessments

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

Essay   2   1

Research Project   2   1

Outline Syllabus

Selecting a research topic, ethical considerations, writing a proposal, undertaking a literature search. Experimental design and research methods: quantitative, market research, qualitative. Statistics, including the use of computer packages (SPSS). Abstract writing, report writing and referencing.

Learning Activities

Lectures, seminars and workshops will be the main form of student learning activities. Workshops will enable students to use computer-based facilities to input data and analyse results using SPSS. Students will need to identify an appropriate project, carrying out primary independent research, drawing conclusions and making valid recommendations. Tutorial support will be given to assist in choosing a project and ensuring the suitability of the project.

Notes

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