

## Research Methods

### Module Information

2022.01, Approved

#### Summary Information

Module Code	5503SSLNLC
Formal Module Title	Research Methods
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

#### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

#### Partner Teaching Institution

Institution Name
City of Liverpool College

#### Learning Methods

Learning Method Type	Hours
Lecture	20
Workshop	20

#### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	28 Weeks

## Aims and Outcomes

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

### Learning Outcomes

Code	Number	Description
MLO1	1	Critically assess and evaluate the research process for an academic published article
MLO2	2	Synthesize, interpret, analyse and evaluate information and data relevant to tourism, leisure and hospitality

## Module Content

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.
Module Overview	
Additional Information	

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Essay	30	0	MLO2, MLO1
Portfolio	Research Project	70	0	MLO2, MLO1

## Module Contacts