Liverpool John Moores University

Title: Research Methods
Status: Definitive
Code: **5504FDTTEF** (117929)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: City of Liverpool College

Team	Leader
Wendy Cliffe	Y

Academic Level:	FHEQ5	**Credit Value:**	24	**Total Delivered Hours:**	54
Total Learning Hours:	240	**Private Study:**	186		

Delivery Options
Course typically offered: Standard Year Long

Component	Contact Hours
Seminar	8
Tutorial	10
Workshop	36

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	1500 Word Essay	30	
Portfolio	AS2	E-portfolio	70	

Aims

To engage with a variety of research methodologies and be able to select appropriate methods in relation to research topics.

Learning Outcomes

After completing the module the student should be able to:

1   Evaluate a range of qualitative and quantitative methods of data collection and analysis
2   Debate pros and cons of different research approaches in tourism and events context
3   Apply appropriate methods to specific research topics

Learning Outcomes of Assessments

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

1500 Word Essay   2

E-Portfolio   1   3

Outline Syllabus

Why do research?; research design; stratgeies and frameworks; data collection methods; data analysis methods; ethics; sampling; visual approaches.

Learning Activities

Lectures and workshops will be the main form of student learning activities. 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

This module will develop an understanding of experimental design, quantitative and qualitative research tools and statistics. It will discuss the selecting a research topic and undertaking a literature search. It will address analysis and presentation of data including statistics.