

**Summary Information**

<b>Module Code</b>	5505LBSLC
<b>Formal Module Title</b>	Research Methods
<b>Owning School</b>	Business and Management
<b>Career</b>	Undergraduate
<b>Credits</b>	20
<b>Academic level</b>	FHEQ Level 5
<b>Grading Schema</b>	40

**Module Contacts**

**Module Leader**

Contact Name	Applies to all offerings	Offerings
Andrew Lyon	Yes	N/A

**Module Team Member**

Contact Name	Applies to all offerings	Offerings
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**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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**Teaching Responsibility**

<b>LJMU Schools involved in Delivery</b>
LJMU Partner Taught

## Partner Teaching Institution

Institution Name
City of Liverpool College

## Learning Methods

Learning Method Type	Hours
Lecture	22
Workshop	22

## Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-PAR	PAR	January	12 Weeks

## Aims and Outcomes

<b>Aims</b>	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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## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Apply distinct philosophical approaches to undertaking research.
MLO2	Analyse the differences between qualitative and quantitative methods of data collection and analysis
MLO3	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. Abstract writing, report writing and referencing.

## Module Overview

## Additional Information

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Essay	Essay	30	0	MLO3, MLO1, MLO2
Report	Research Project	70	0	MLO3, MLO1, MLO2