

Summary Information

Module Code	5518NCCG
Formal Module Title	Business Research
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Graham Sherwood	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

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Nelson and Colne College Group

Learning Methods

Learning Method Type	Hours
Lecture	48

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-PAR	PAR	January	12 Weeks
SEP-PAR	PAR	September	12 Weeks
SEP_NS-PAR	PAR	September (Non-standard start date)	12 Weeks

Aims and Outcomes

Aims	This module provides students with the opportunity to identify a research project, develop its aims and objectives, and present the outcomes. Students are encouraged to reflect on the research project to identify areas for development. On successful completion of the module, students will have the knowledge and skills needed to identify and resolve workplace issues.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Examine appropriate research methodologies and approaches as part of the research process.
MLO2	Conduct and analyse research relevant to a business project.
MLO3	Communicate the outcomes of a research project to identified stakeholders.
MLO4	Reflect on the application of research methodologies and concepts.

Module Content

Outline Syllabus

Rationale for research
Research theories
Qualitative, quantitative and mixed methods of research including their advantages and disadvantages
Types of research including primary, secondary, empirical
Selecting a sample, size and type
Ethics, reliability and validity of research
Analysis of data techniques
Communication of research methods and stakeholders
Developing evaluative conclusions
Reflection process and theories

Module Overview

Additional Information

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Essay	Literature Review	20	0	MLO1, MLO3
Report	Project Report	80	0	MLO2, MLO4, MLO3