

Liverpool John Moores University

Title: BUSINESS RESEARCH
Status: Definitive
Code: **5518NCCG** (129532)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Nelson Campus, Nelson and Colne College

Team	Leader
Alistair Beere	

Academic Level: FHEQ5
Credit Value: 20
Total Delivered Hours: 48
Total Learning Hours: 200
Private Study: 152

Delivery Options

Course typically offered: S1, S2 and NS2 (S2 for Jan)

Component	Contact Hours
Lecture	48

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Review	Literature Review	20	
Report	Project	Project Report	80	

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Examine appropriate research methodologies and approaches as part of the research process.
- 2 Conduct and analyse research relevant to a business project.
- 3 Communicate the outcomes of a research project to identified stakeholders.
- 4 Reflect on the application of research methodologies and concepts.

Learning Outcomes of Assessments

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

Literature Review	1	3	
Project Report	2	3	4

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

Learning Activities

Rationale for research

Research theories

Qualitative, quantitative and mixed methods of research including their advantages and disadvantages

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Notes

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