

Summary Information

Module Code	5603VLUBW
Formal Module Title	Business Research
Owning School	Business and Management
Career	Undergraduate
Credits	10
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Van Lang University

Learning Methods

Learning Method Type	Hours
Online	11
Workshop	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	The aim of this module is to help students develop a detailed understanding of the design and process of research in the business and management context.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Evaluate the role of business research in informing business decisions and practices.
MLO2	2	Develop the skills required to critique published research.
MLO3	3	Demonstrate an informed understanding of the processes and techniques involved in research design, and in the collection and analysis of research data

Module Content

Outline Syllabus	The role of business research in informing business decisions and practices. Motivations behind the use of research and how it can be used to derive value. Searching and critiquing the literature to inform research projects. Framing research needs, aims and research questions Appropriate design, planning and delivery of research projects. How to critique research plans and projects. Sources of data available to researchers and how to generate primary material. Qualitative and quantitative data – modes of data collection. Analysis of quantitative and qualitative data Negotiating access and ethical issues in research
Module Overview	
Additional Information	This module discusses different methods and techniques vital to the development of rigorous and relevant research that can inform business decisions and practices.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Essay	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Linda Walsh	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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