

Summary Information

Module Code	5702SERCBM
Formal Module Title	Research and Analysis for Business
Owning School	Business and Management
Career	Undergraduate
Credits	10
Academic level	FHEQ Level 5
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Tonci Grubic	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
South Eastern Regional College

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	33

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	Students will examine the different methodological approaches and the benefits which can be gained from each or a mix. Students will also learn different methods of synthesising data and findings that will enable them to develop valid and reliable conclusions that would facilitate informed business choices.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Demonstrate necessary skills to develop their scope and understanding of research methodologies
MLO2	Apply in the right context the various research methodologies to match their subject/business focus
MLO3	Demonstrate the research skills required to collect and understand secondary data and/or primary data in the intended marketplace
MLO4	Demonstrate their ability to digest the complexity of their market and make valued decisions based on factual data
MLO5	Understanding of the ethical considerations of any research

Module Content

Outline Syllabus

1. Examining theoretical approaches to methodologies
2. Research ethics
3. Research paradigms and approaches
4. Secondary data analysis
5. Qualitative and quantitative primary data collection approaches
6. Data collection instrument design
7. Methods of data analysis
8. Data analysis software packages

Module Overview

Additional Information

The module aims to develop student skills in the research process.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Portfolio	Portfolio	100	0	MLO5, MLO3, MLO2, MLO4, MLO1