

Liverpool John Moores University

Title: RESEARCH METHODS FOR BUSINESS
Status: Definitive
Code: **6020BUSTAR** (119501)
Version Start Date: 01-08-2012

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Lindsey Muir	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 39.00
Total Learning Hours: 120
Private Study: 81

Delivery Options

Course typically offered: Summer

Component	Contact Hours
Lecture	13.000
Seminar	26.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Coursework		100.0	

Aims

To prepare students for the Level 6 Project or Dissertation. It aims to enable students to develop a research proposal and utilise quantitative and qualitative research tools

Learning Outcomes

After completing the module the student should be able to:

- LO1 Identify an appropriate research topic
- LO2 Produce research aims and objectives
- LO3 Undertake an indicative literature review
- LO4 Develop a research strategy and appropriate methods
- LO5 Propose appropriate timescale and resources
- LO6 Prepare an appropriately presented and coherent research proposal

Learning Outcomes of Assessments

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

Coursework	LO	LO	LO	LO	LO	LO
	1	2	3	4	5	6

Outline Syllabus

Defining a research topic
Critically reviewing the literature
Deciding the research strategy and methods
Using secondary data
Collecting primary data
Analysing quantitative and qualitative data
Planning a timescale and use of resources
Writing the research proposal

Learning Activities

Lectures and seminars will be the main form of student learning activities. Students will be required to work both individually and in groups to develop the above learning outcomes. Some of the seminars will be held in the IT suite which will enable students to use computer-based facilities to input and analyse data.

References

Course Material	Book
Author	Saunders, M., Lewis P. and Thornhill, A.
Publishing Year	2012
Title	Research Methods for Business Students
Subtitle	
Edition	6th
Publisher	Prentice Hall
ISBN	0-273-50755

Course Material	Book
Author	Bryman, A. and Bell, E.
Publishing Year	2011

Title	Business Research Methods
Subtitle	
Edition	
Publisher	OUP
ISBN	019-958340-4

Course Material	Book
Author	Fisher, C.
Publishing Year	2010
Title	Researching and Writing a Dissertations
Subtitle	An Esesntial Guide for Business Students
Edition	3rd
Publisher	Pearson Education
ISBN	0-273-72343-x

Course Material	Book
Author	Hair, J., Money, A.H., Samouel, P. and Page, P.
Publishing Year	2007
Title	Research Methods for Business
Subtitle	
Edition	
Publisher	John Wiley
ISBN	0-470-03404-0

Notes

The coursework is to produce a research proposal suitable for the final year Project. Formative feedback is provided during the tutorials, some of which involve discussions with students about the progress on the coursework.