

Liverpool John Moores University

Title: BUSINESS RESEARCH METHODS
Status: Definitive
Code: **6500FTKRE** (106520)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Kaplan Financial London

Team	Leader
Adam Richards	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 22.00
Total Learning Hours: 120
Private Study: 98

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12.000
Tutorial	10.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework	100.0	

Aims

To prepare students for the Level 3 Project. 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:

- 1 Identify an appropriate research topic

- 2 Produce research aims and objectives
- 3 Undertake an indicative literature review
- 4 Develop a research strategy and appropriate methods
- 5 Propose appropriate timescale and resources
- 6 Prepare an appropriately presented and coherent research proposal

Learning Outcomes of Assessments

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

CW	1	2	3	4	5	6
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Outline Syllabus

Defining the 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 tutorials 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 tutorials 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	2007
Title	Research Methods for Business Students
Subtitle	
Edition	4th edition
Publisher	Prentice Hall
ISBN	0-273-70148-7

Course Material	Book
Author	Bryman, A and Bell, E
Publishing Year	2003
Title	Business Research Methods

Subtitle	
Edition	
Publisher	OUP
ISBN	019-925938-0

Course Material	Book
Author	Fisher, C
Publishing Year	2004
Title	Researching and Writing a Dissertation
Subtitle	for Business Students
Edition	
Publisher	Pearson Education
ISBN	0-273-68334-9

Course Material	Book
Author	Hair, J F, Money, A H, Samouel, P and Page, P
Publishing Year	2007
Title	Research Methods for Business
Subtitle	
Edition	
Publisher	John Wiley, Chichester
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 their progress on the coursework. The coursework deadline is the end of week 13.