

Liverpool John Moores University

Title: BUSINESS RESEARCH METHODS
Status: Definitive
Code: **6500RE** (107484)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Isle of Man International Business School

Team	Leader
Alex Watt	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: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12.000
Tutorial	10.000

Grading Basis: 40 %

Assessment Details

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

Aims

It aims to enable students to develop a research proposal and utilize 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 realistic research aims and objectives.
- 3 Undertake an indicative critical literature review.
- 4 Develop a research strategy and appropriate methodology.
- 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:

ESSAY 1 2 3 4 5 6

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 tutorial workshops as well as guided private study will be the main forms of 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	
Publisher	4th edition, Harlow, Prentice Hall
ISBN	

Course Material	Book
Author	Bryman, A and Bell, E
Publishing Year	2007

Title	Business Research Methods
Subtitle	
Edition	
Publisher	2nd edition, Oxford, Oxford University Press
ISBN	

Course Material	Book
Author	Fisher, C
Publishing Year	2007
Title	Researching and Writing a Dissertation: A Guide For Business Students
Subtitle	
Edition	
Publisher	2nd edition, Harlow, Pearson Education
ISBN	

Notes

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.