Liverpool John Moores University

Title: RESEARCH METHODS AND PROJECT
Status: Definitive
Code: **6503IPMBM**   (116044)
Version Start Date: 01-08-2011

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

Team	emplid	Leader
Elizabeth Thompson		Y

Academic Level:	FHEQ6	**Credit Value:**	12.00	**Total Delivered Hours:**	35.00
Total Learning Hours:	120	**Private Study:**	85		

Delivery Options
Course typically offered: Non Standard Year Long

Component	Contact Hours
Lecture	28.000
Tutorial	7.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	poster	Poster presentation.	20.0	
Dissertation	project	Project.	80.0	

Aims

To enable students to be able to prepare for and complete a research project. It aims to enable students to develop a research proposal and utilise quantitative and/or qualitative research methods.

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 synthesising material and writing it in their own words.
4   Develop a research strategy and select appropriate methods.
5   Complete an appropriately presented and coherent research project.

Learning Outcomes of Assessments

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

poster   1   2

project   3   4   5

Outline Syllabus

Defining the research topic.
Critically reviewing the literature.
Plagiarism and the Harvard system of referencing.
Deciding the research strategy and methods.
Using secondary data.
Collecting primary data.
Analysing quantitative and qualitative data.
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 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	Creswell, J
Publishing Year	2009
Title	Research Design: Qualitative, Quantitative and Mixed Method Approaches
Subtitle	
Edition	
Publisher	Sage: London
ISBN	

Course Material	Book
Author	Dawson, C
Publishing Year	2009
Title	Introduction to Research Methods
Subtitle	
Edition	
Publisher	How to Books: Oxford
ISBN	

Course Material	Book
Author	Saunders, M
Publishing Year	2009
Title	Research Methods for Business Students
Subtitle	
Edition	
Publisher	Prentice Hall: Harlow
ISBN	

Notes

The coursework is aimed at producing a project suitable for level 3 study. Formative feedback is provided during the tutorials, some of which involves discussions with students about their ideas and their chosen research method. The poster presentation will allow students to gain early feedback about their project proposal topic and its aims and objectives.