

Liverpool John Moores University

Title: Research Methods and Project
Status: Definitive
Code: **6506BUSTA** (118845)
Version Start Date: 01-08-2011

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

Team	Leader
John Reed	Y

Academic Level: FHEQ6
Credit Value: 36.00
Total Delivered Hours: 33.00
Total Learning Hours: 360
Private Study: 327

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	15.000
Seminar	12.000
Tutorial	6.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Written		30.0	
Dissertation	Written		70.0	

Aims

To gain an understanding of quantitative and qualitative reaserch methods and their application. To enable students to reserach a business problem or issue within an academic context.

Learning Outcomes

After completing the module the student should be able to:

- 1 Construct and present a detailed research proposal.
- 2 Research and analyse a business problem or issue within an academic context.
- 3 Produce a structured report.

Learning Outcomes of Assessments

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

Proposal presentation	1	
Dissertation	2	3

Outline Syllabus

Philosophical framings, qualitative and quantitative techniques, ethical considerations, selecting a topic, writing a research proposal, literature reviews and sampling techniques. Identify a business problem or issue, identify and justify appropriate research methods, undertake a literature review, collect, collate and analyse research data, reach conclusions and make recommendations where appropriate, produce a structured report.

Learning Activities

Lectures, Workshops and Tutorials

References

Course Material	Book
Author	Dawson, C
Publishing Year	2009
Title	Introduction to Research Methods
Subtitle	A Practical Guide for Anyone Undertaking a Research Project
Edition	4th
Publisher	How to books
ISBN	9781845283674

Course Material	Book
Author	Saunders, M, Thornhill, A, Lewis, P
Publishing Year	2009
Title	Research methods for Business Students
Subtitle	
Edition	5th

Publisher	Pearson Education Ltd
ISBN	9780273716860

Course Material	Book
Author	Swetnam, D, Swetnam, R
Publishing Year	2009
Title	Writing Your Dissertation
Subtitle	The best selling guide to Planning, Preparing and Presenting First Class Work
Edition	3rd
Publisher	How to books
ISBN	9781857036626

Notes

This module has been designed to give an overview of different approaches to research in business. Students will study different research methods both quantitative and qualitative with a view to developing a research proposal. This research proposal will then be developed into the dissertation for the business issue or project.