

Liverpool John Moores University

Title: Managing Business Research 2
Status: Definitive
Code: **7004BUSMGT** (120827)
Version Start Date: 01-08-2015

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

Team	Leader
Robert McClelland	Y

Academic Level: FHEQ7 **Credit Value:** 10 **Total Delivered Hours:** 24
Total Learning Hours: 100 **Private Study:** 76

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Seminar	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Proposal	Research Proposal 3000 words	100	

Aims

To equip students with the necessary foundations in qualitative and quantitative research approaches to prepare a research proposal for dissertation and apply either or both of the research approaches studied. It will enable them to use of both SPSS and NVivo for analysis.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate requirements of a Masters level research issue/problem and design and plan an appropriate research strategy to investigate the problem/issue.
- 2 Critically review literature for a Masters level research study in business.
- 3 Select appropriate methodological options for a Masters level research project.
- 4 Demonstrate an understanding of the ethical implications of the proposed research.

Learning Outcomes of Assessments

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

Research Proposal 3000 words	1	2	3	4
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Outline Syllabus

1. *Qualitative versus quantitative research processes for business*
2. *Philosophical research perspectives*
3. *Survey procedures and associated statistical evaluation (univariate, bivariate, multivariate methods)*
4. *Modelling (Factor and Multiple Regression)*
5. *Qualitative Analysis procedures including modelling*
6. *Use of SPSS, AMOS and NVivo*
7. *Ethics in business research*

Learning Activities

The seminars will be interactive in nature and will include hands on experience of SPSS, AMOS and NVivo. Guidance and feedback on formative assessments will be provided on elements of the assessed proposal.

Notes

The module provides an overview of research approaches for business. It provides necessary skills in critical evaluation and knowledge of underpinning theories in methodology, as well as appropriate skills in analysis to enable participants to undertake Level 7 business research.