

## Managing Business Research 2

### Module Information

2022.01, Approved

#### Summary Information

Module Code	7004LBSMGT
Formal Module Title	Managing Business Research 2
Owning School	Business and Management
Career	Postgraduate Taught
Credits	10
Academic level	FHEQ Level 7
Grading Schema	50

#### Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

#### Learning Methods

Learning Method Type	Hours
Workshop	30

#### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

#### Aims and Outcomes

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.
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**After completing the module the student should be able to:**

#### Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate requirements of a Masters level research issue/problem and design and plan an appropriate research strategy to investigate the problem/issue.
MLO2	2	Critically review literature for a Masters level research study in business.
MLO3	3	Select appropriate methodological options for a Masters level research project.
MLO4	4	Demonstrate an understanding of the ethical implications of the proposed research.

## Module Content

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
Module Overview	This module provides an overview of research approaches for business. It aims to equip you with the necessary foundations in qualitative and quantitative research approaches to prepare a research proposal for your dissertation and apply either or both of the research approaches studied.
Additional Information	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.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	2500-word Research Plan	100	0	MLO1, MLO2, MLO3, MLO4

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
H M Belal	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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