

## Liverpool John Moores University

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Title: RESEARCH METHODS  
Status: Definitive  
Code: **7005BUSBM** (111300)  
Version Start Date: 01-08-2011

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

Team	Leader
Robert McClelland	Y

**Academic Level:** FHEQ7  
**Credit Value:** 15.00  
**Total Delivered Hours:** 36.00  
**Total Learning Hours:** 150  
**Private Study:** 114

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Seminar	36.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework Research Plan and Proposal for Postgraduate research(5000 words)	100.0	

### Aims

1. Enable participants to examine plan and evaluate issues surrounding qualitative and quantitative research processes for social enterprise. Wide use of research projects and cases will be made.
2. Enable participants to examine the relationships between Philosophy, Science and Empiricism.
3. Enable participants to develop skills in qualitative design and analysis, using anthropological, ethnographic phenomenological and positivist approaches.

4. Enable participants to undertake a quantitative research design incorporating exploratory, descriptive and causal methodologies
5. Enable participants to develop skills in a range of analytical methods, using NUD\*IST and SPSS.
6. Enable participants to critically evaluate research design, undertake epistemic approaches, distinguish interpretive approaches and realist philosophies and develop hypotheses.

## Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the salient qualitative and quantitative issues surrounding a research problem.
- 2 Plan and identify the stages and tasks for an evaluation of a research problem, incorporating preliminary research approaches, primary and secondary data requirements, sampling frame and sampling methods.
- 3 Produce a research design and proposal for a Postgraduate research project in a suitably approved social enterprise topic.

## Learning Outcomes of Assessments

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

ESSAY	1	2	3
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## Outline Syllabus

1. *Philosophical perspectives of Research - Kuhn's Analysis, Paradigms, Popperian critique, Interpretive Approaches, Realist Approaches, Ethics, Epistemology, Critical Theory.*
2. *Qualitative Approaches - Anthropology, Ethnography, Subjectivity, Phenomenology and Positivism, Narratives and Stories, Meanings and Metaphors, Writings and Representation, Audience and Reader analysis.*
3. *Data - Primary and Secondary sources, Data Types, Sampling procedures and methods.*
4. *Quantitative Approaches - Univariate, Bivariate and Multivariate models. Descriptive, Exploratory, Causal Research. Hypothesis Testing.*
5. *Analysis and Reporting - Use of NVivo, SPSS, critical writing, dissertation and report design.*
6. *Managing the Research Process - Timescales, Project Planning and Management.*

## Learning Activities

Lectures;  
Workshops;  
Case Studies.

## References

<b>Course Material</b>	Book
<b>Author</b>	Coffey, A., Atkinson
<b>Publishing Year</b>	1997
<b>Title</b>	Making Sense of Qualitative Data
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Sage
<b>ISBN</b>	0803970536

<b>Course Material</b>	Book
<b>Author</b>	Gill, J., Johnson, P
<b>Publishing Year</b>	1997
<b>Title</b>	Research Methods for Managers
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Paul Chapman Publishing
<b>ISBN</b>	1853961191

<b>Course Material</b>	Book
<b>Author</b>	Hughes, J
<b>Publishing Year</b>	1990
<b>Title</b>	The Philosophy of Social Research
<b>Subtitle</b>	
<b>Edition</b>	2nd
<b>Publisher</b>	Longman.
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Aaker, D.A., Kumar, V., Day, G.S
<b>Publishing Year</b>	1995
<b>Title</b>	Marketing Research
<b>Subtitle</b>	
<b>Edition</b>	5th
<b>Publisher</b>	Wiley & Sons
<b>ISBN</b>	0491552542

<b>Course Material</b>	Book
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<b>Author</b>	McClelland, R. J. et al
<b>Publishing Year</b>	1998
<b>Title</b>	Resource Based Flexible Learning Materials and Website, Blackboard
<b>Subtitle</b>	Each session on the site has a comprehensive set of readings.
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Burton, D
<b>Publishing Year</b>	2000
<b>Title</b>	Research Training for Social Scientists
<b>Subtitle</b>	a Handbook for Postgraduate Researchers
<b>Edition</b>	
<b>Publisher</b>	Sage Publications, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Bryman, A
<b>Publishing Year</b>	2004
<b>Title</b>	Social Research Methods
<b>Subtitle</b>	
<b>Edition</b>	2nd Edition
<b>Publisher</b>	Oxford University Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Bryman, A and Bell, E
<b>Publishing Year</b>	2003
<b>Title</b>	Business Research Methods
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Oxford University Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Coghlan, D and Brannick, T
<b>Publishing Year</b>	2004
<b>Title</b>	Doing Action Research in Your Own Organisation
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Sage Publications, London
<b>ISBN</b>	

<b>Course Material</b>	Book
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<b>Author</b>	De Vaus, D
<b>Publishing Year</b>	2002
<b>Title</b>	Analysing Social Science Data Survey Problems in Data Analysis
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Sage Publications, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Easterby-Smith, M, Thorpe, R and Lowe, A
<b>Publishing Year</b>	2002
<b>Title</b>	Management Research
<b>Subtitle</b>	an Introduction
<b>Edition</b>	2nd Edition
<b>Publisher</b>	Sage Publications, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Fisher, C
<b>Publishing Year</b>	2004
<b>Title</b>	Researching and Writing a Dissertation for Business Students
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	FT Prentice Hall, Harlow
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Hart, C
<b>Publishing Year</b>	2004
<b>Title</b>	Doing your Masters Dissertation
<b>Subtitle</b>	Essential Study Skills
<b>Edition</b>	
<b>Publisher</b>	Sage Publications, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Kinnear, P R and Gray, C
<b>Publishing Year</b>	2000
<b>Title</b>	SPSS for Windows Made Simple
<b>Subtitle</b>	Release 10
<b>Edition</b>	
<b>Publisher</b>	Psychology Press, Hove
<b>ISBN</b>	

<b>Course Material</b>	Book
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<b>Author</b>	Robson, C
<b>Publishing Year</b>	2002
<b>Title</b>	Real World Research
<b>Subtitle</b>	a Resource for Social Scientists and Practitioner- Researchers
<b>Edition</b>	2nd Edition
<b>Publisher</b>	Blackwell, Oxford
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Saunders, M, Lewis, P and Thornhill, A
<b>Publishing Year</b>	2003
<b>Title</b>	Research Methods for Business Students
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	FT Prentice, Harlow
<b>ISBN</b>	

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## Notes

This module provides an approach to research methods for social enterprises. It is concerned with those disciplines that surround qualitative and quantitative research methods. The former employs use of NVivo and the latter employs use of SPSS for quantitative analysis. The module focus, which calls widely on the use of research and case examples, will enable participants to prepare a comprehensive research proposal and plan for a Postgraduate research project.