

## Liverpool John Moores University

Title: RESEARCH METHODS  
Status: Definitive  
Code: **7010BUSIS** (101749)  
Version Start Date: 01-08-2013

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

Team	Leader
Jack OFarrell	Y

**Academic Level:** FHEQ7  
**Credit Value:** 15.00  
**Total Delivered Hours:** 30.00  
**Total Learning Hours:** 150  
**Private Study:** 120

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Workshop	30.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework 40% Assignment 1 - data analysis	40.0	
Essay	AS2	Coursework: 60% Assignment 2 - literature review	60.0	

### Aims

*To develop skills for effective research design and data analysis and presentation*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Effectively search and critically review literature
- 2 Appraise the application of quantitative and qualitative research techniques
- 3 Evaluate the appropriateness of methods for individual research topics
- 4 Analyse and present data
- 5 Construct abstracts and bibliographies

### Learning Outcomes of Assessments

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

CW	2	3	4
CW	1	3	5

### Outline Syllabus

*Literature searching and review*  
*Bibliographic citations*  
*Research methods*  
*Research construction*  
*Data analysis and presentation*  
*Report design and presentation*

### Learning Activities

The module will run as a series of full day workshops allowing for flexible delivery of the taught elements and experiential learning into structured exercises. This allows the student to develop their conceptual and practical understanding of this key area of professional practice.

### References

<b>Course Material</b>	Book
<b>Author</b>	Gorman, G. E. & Clayton, P.
<b>Publishing Year</b>	1997
<b>Title</b>	Qualitative research for the information professional: a practical handbook
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Library Association
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Moore, N.
<b>Publishing Year</b>	2000
<b>Title</b>	How to do research
<b>Subtitle</b>	

<b>Edition</b>	3rd ed
<b>Publisher</b>	Library Association
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Robson, C.
<b>Publishing Year</b>	2000
<b>Title</b>	Small-scale evaluation: principles and practice
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Sage
<b>ISBN</b>	

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### Notes

The module introduces to students to a range of reserach methodologies, and develops their skills for in research design, data analysis and presentation