

Liverpool John Moores University

Title: RESEARCH METHODS FOR MANAGEMENT
Status: Definitive
Code: **7019BUSME** (116658)
Version Start Date: 01-08-2011

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

Team	Leader
Karim Menacere	

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 39.00
Total Learning Hours: 150
Private Study: 111

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Workshop	39.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	A single written assignment that draws together learning outcomes and demonstrates the student's ability to synthesize information and present it in a coherent manner. The assignment is an individual research proposal of no more than 3,500 words.	100.0	

Aims

The module offer managers learning opportunities that meet their current and future development needs, and to increase their knowledge and skills to achieve greater self-awareness, creativity and flexibility. In addition, the module provides a conceptual framework from which research philosophies, strategies and methods

associated with business management can be critically reviewed.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically appraise research undertaken by others, applying analytical thinking.
- 2 Critically assess the contribution primary and secondary data sources can make to research studies, with respect to sampling, statistical analysis and data presentation techniques.
- 3 Evaluate the approaches used to analyse data (quantitative and qualitative) and how these approaches can impact of organisational effectiveness.
- 4 Synthesize research findings to improve the quality of decisions in management.
- 5 Propose and justify a report for a research project in business management that will stand up to critical scrutiny.

Learning Outcomes of Assessments

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

ESSAY	1	2	3	4	5
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Outline Syllabus

- *Positioning of Masters Dissertations.*
- *Research philosophies and strategies, including action learning.*
- *Purpose and practice of literature and data sourcing.*
- *Data gathering techniques - focus groups, interviews and questionnaires.*
- *Analysis of quantitative and qualitative data.*
- *Statistical analysis, to include computer analysis.*
- *Ethical issues in organisational research.*
- *Managing the research process.*
- *Research design.*
- *Reflective issues and writing the research proposal.*

Learning Activities

Workshops, to include: tutor mini lecture, discussion of current business and management theories, case study analysis, reflection on learning experiences, facilitated group discussion, group problem solution, application of theory to practice, the giving and receiving of feedback.

References

Course Material	Book
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Author	Gill, J and Johnson, P
Publishing Year	2010
Title	Research Methods for Managers
Subtitle	
Edition	
Publisher	4th edition, Sage
ISBN	

Course Material	Book
Author	Saunders, M, Lewis, P and Thornhill, A
Publishing Year	2009
Title	Research Methods for Business Students
Subtitle	
Edition	
Publisher	5th edition, FT Prentice Hall
ISBN	

Course Material	Book
Author	Easterby-Smith, M, Thorpe, R and Lowe, A
Publishing Year	2008
Title	Management Research: An Introduction
Subtitle	
Edition	
Publisher	2nd edition, Sage
ISBN	

Course Material	Book
Author	Bryman, A and Bell, E
Publishing Year	2007
Title	Business Research Methods
Subtitle	
Edition	
Publisher	3rd edition, Oxford University Press
ISBN	

Course Material	Book
Author	Fisher, C
Publishing Year	2007
Title	Researching and Writing a Dissertation for Business Students
Subtitle	
Edition	
Publisher	FT Prentice Hall
ISBN	

Notes

This module provides a foundation in research approaches and techniques that will enable students to progress to Masters level study that culminates in the dissertation phase of the MBA in Executive leadership. The rationale for the assignment is evinced in the relationship between the proposal and the dissertation process, whilst still providing practical tools and techniques that will benefit managers in the workplace. Developmental feedback will be provided in the weekly session, where class members will critique the literature, methods and deliberations of other class members. In the initial stages, a standard template will provide a critical framework from which to proceed.