

Liverpool John Moores University

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Title: RESEARCH FOR ENTERPRISE
Status: Definitive
Code: **7026BUSIS** (101787)
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: 20.00
Total Delivered Hours: 25.00
Total Learning Hours: 200
Private Study: 175

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	25.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	1 Coursework: 100% Research Plan and Proposal for Postgraduate research project (5000 words)	100.0	

Aims

To enable participants to examine plan and evaluate issues surrounding qualitative and quantitative research processes for enterprise. Wide use of research projects and cases will be made.

To enable participants to examine the relationships between Philosophy, Science and Empiricism

To enable participants to develop skills in qualitative design and analysis, using phenomenological and positivist approaches.

To enable participants to undertake appropriate enterprise research designs incorporating exploratory, descriptive and causal methodologies

*To enable participants to develop skills in a range of analytical methods for enterprise, using Word, NUD*IST and SPSS*

To enable participants to critically evaluate research design, undertake epistemic approaches, distinguish interpretive approaches and realist philosophies and test/develop hypotheses in developing an enterprise.

Learning Outcomes: After completing the module the student should be able to:

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify the salient qualitative and quantitative issues surrounding an enterprise research problem through problem development in Action Learning Sets
- 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 business enterprise

Learning Outcomes of Assessments

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

Report	1	2	3
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Outline Syllabus

1. Philosophy of Research - Positivism, Interpretivism 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, Interview and Focus Group evaluations – applied to enterprise research.

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, Questionnaire Design and Analysis – applied to enterprise research.

5. Analysis and Reporting - Use of Word, NUD*IST, SPSS, critical writing, dissertation and report design.

Learning Activities

Action Learning Sets

References

Course Material	Book
Author	Coffey, A., & Atkinson.,
Publishing Year	1997
Title	Making Sense of Qualitative Data,
Subtitle	
Edition	
Publisher	Sage,
ISBN	0-803970536

Course Material	Book
Author	Gill, J., & Johnson, P.,
Publishing Year	1997
Title	Research Methods for Managers,
Subtitle	
Edition	
Publisher	Paul Chapman Publishing,
ISBN	1-853961191

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

Course Material	Book
Author	Aaker, D.A., Kumar, V.,& Day, G.S.,
Publishing Year	1995
Title	Marketing Research,
Subtitle	
Edition	5th Edition,
Publisher	Wiley & Sons,
ISBN	0-491552542

Notes

This module provides an approach to research methods for enterprise. It is concerned with those disciplines that surround qualitative and quantitative research methods. The former employs use of Word, NUD*IST and the latter employs use of SPSS for quantitative analysis. The module focus, which calls widely on the use of research and case examples, explored in Action Learning Sets, will enable participants to prepare a comprehensive research proposal and plan for a Postgraduate research project related to their enterprise.