

Liverpool John Moores University

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Title: RESEARCH METHODS FOR MANAGERS
Status: Definitive
Code: **7048BUSIS** (108194)
Version Start Date: 01-08-2013

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

Team	Leader
Lihong Zhang	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
Lecture	12.000
Workshop	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Individual Research Plan, Proposal and ethical approval form for a Masters Dissertation, to meet all three learning outcomes (3500 words)	100.0	

Aims

Enable participants to examine plan and evaluate issues surrounding qualitative and quantitative research processes for business.

Enable participants to examine the relationships between Philosophy, Science and Empiricism.

Enable participants to develop skills in qualitative design and analysis, using business ethnographic, phenomenological and positivist approaches.

Enable participants to undertake a quantitative research design incorporating exploratory, descriptive and causal methodologies.

Enable participants to develop skills in a range of analytical methods, using SPSS and NVivo.

Enable participants to critically evaluate research design, undertaken epistemic approaches, distinguish interpretive approaches, realist philosophies and develop hypotheses.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically appraise the salient qualitative and quantitative issues surrounding a business research problem.
- 2 Plan and identify the stages and tasks for an evaluation of a business research problem, incorporating preliminary research approaches, primary and secondary data requirements, sampling frame and sampling methods.
- 3 Produce a research design, proposal and ethical approval form for a Masters level research project for business management.

Learning Outcomes of Assessments

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

CW	1	2	3
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Outline Syllabus

Philosophy of Social Sciences – Kuhn's Analysis, Paradigms, Popperian critique, Interpretive Approaches, Realist Approaches, Ethics, Epistemology, Critical Theory. Qualitative Approaches - Anthropology, Ethnography, Subjectivity, Phenomenology and Positivism, Narratives and Stories, Meanings and Metaphors, Writings and Representation, Audience and Reader analysis.

Data - Primary and Secondary sources, Data Types, Sampling procedures and methods.

Quantitative Approaches - Univariate, Bivariate and Multivariate models. Descriptive, Exploratory, Causal Research. Hypothesis Testing.

Analysis and Reporting - Use of SPSS and NVivo, critical writing, dissertation and report design.

Managing the Research Process - Timescales, Project Management.

Research ethics.

Learning Activities

Lectures, workshops and reinforcement sessions.

References

Course Material	Book
Author	Coghlan, D and Brannick, T
Publishing Year	2009
Title	Doing Action Research in your Organisation
Subtitle	
Edition	
Publisher	London, Sage
ISBN	

Course Material	Book
Author	Creswell, J W
Publishing Year	2009
Title	Research Design
Subtitle	qualitative, quantitative and mixed methods approaches
Edition	
Publisher	Sage
ISBN	

Course Material	Book
Author	Easterby-Smith, M, Thorpe, R and Jackson, P R
Publishing Year	2008
Title	Management Research
Subtitle	
Edition	
Publisher	Sage
ISBN	

Course Material	Book
Author	Paivi, E and Kovalainen, A
Publishing Year	2008
Title	Qualitative Methods in Business Research
Subtitle	
Edition	
Publisher	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	Prentice Hall
ISBN	

Notes

This module provides an approach to research methods for managers. It is concerned with those disciplines that surround qualitative and quantitative research methods. The module employs use of SPSS and NVivo for quantitative/qualitative analysis. The module focus will enable participants to prepare a comprehensive research proposal and plan for a Masters level dissertation. Formative support will be provided during workshops that will assist the students critical thinking and guide them in formulating their thoughts for the research proposal.