

## Liverpool John Moores University

Title: Methods for Research and Dissemination  
Status: Definitive  
Code: **7054BUSME** (120456)  
Version Start Date: 01-08-2017

Owning School/Faculty: Corporate Development Portfolio  
Teaching School/Faculty: Corporate Development Portfolio

Team	Leader
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**Academic Level:** FHEQ7      **Credit Value:** 10      **Total Delivered Hours:** 24  
**Total Learning Hours:** 100      **Private Study:** 76

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Seminar	24

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Proposal	2,250 words	90	
Portfolio	Portfolio	An addition (equivalent to 250 words) to the reflexive portfolio	10	

### Aims

- 1. To provide a conceptual framework from which research philosophies, strategies and methods associated with business and management can be critically reviewed and focused into a coherent research proposal*
- 2. To develop high level research competencies, in particular those related to data collection, interpretation and analysis, that enable students to design, undertake and evaluate independent research in an organisational setting*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate and appraise research undertaken by others
- 2 Propose and justify a methodology for a research project in business management that will stand up to critical scrutiny and provide a poster to exemplify the proposal
- 3 Critically appraise the contribution primary and secondary data sources can make to research studies, particularly with respect to sampling, statistical analysis and data presentation techniques
- 4 Synthesize a research approach to address the improvement of the quality of decisions in a management context and present the approach in a written proposal
- 5 Take a reflective and independent approach to the learning process.

## Learning Outcomes of Assessments

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

Dissertation Proposal	1	2	3	4
Reflexive Portfolio	5			

## Outline Syllabus

1. *Positioning of masters dissertations.*
2. *Research philosophies and strategies.*
3. *Purpose and practice of literature and data sourcing.*
4. *Research design*
5. *Data gathering techniques - focus groups, interview and questionnaire.*
6. *Analysis of quantitative and qualitative data.*
7. *Statistical analysis, to include computer analysis.*
8. *Ethical issues in organisational research.*
9. *Managing the research process.*

## Learning Activities

Workshops, to include mini lectures, tutorials and interactive participation.  
Discussion of current business and management theories.  
Quantitative and Qualitative Analysis Development  
Case study analysis.  
Reflection on learning experiences

## Notes

This second stage module develops from the first stage module 7053BUSME, providing techniques that will

enable students to progress to the dissertation. It should be studied after 7053BUSME.

The rationale for the assignment will be evidenced in the relationship between the proposal

and the dissertation process, whilst still providing practical tools and techniques that will benefit managers in the workplace. Direct developmental feedback will be provided during the seminars (formative)

During workshop sessions, students will critique the literature, methods and deliberations of other class members. Finally, the module is focussed on the progression of students as they more fully develop into independent thinkers, who are capable of articulating and synthesizing the knowledge they gain, which in itself involves a degree of self-reflective thinking