

Liverpool John Moores University

Title: Research methods and applied research methods
Status: Definitive
Code: **7104MSCENT** (121732)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Seamus O'Brien	Y

Academic Level: FHEQ7
Credit Value: 20
Total Delivered Hours: 39
Total Learning Hours: 200
Private Study: 161

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	19.5
Seminar	19.5

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Individual 15 minutes presentation of business scope and data collection considerations	30	
Portfolio	AS 2	Produce a proposal that considers market place/sector information and data collection approaches in advance of final project. 4000 words	70	

Aims

Students will examine the different methodological approaches and sources of factual data. Students will also learn different methods of synthesising data and

findings that will enable them to develop valid and reliable conclusions that would facilitate informed business choices.

Learning Outcomes

After completing the module the student should be able to:

- 1 Gain the necessary skills to develop their scope and understanding of business opportunities in their intended marketplace.
- 2 Learn from previous business success and failure through examining previous discourse and case studies
- 3 Understand and enhance awareness of research methodologies
- 4 Demonstrate the research skills required to collect and understand primary data in the intended marketplace.
- 5 Demonstrate their ability to digest the complexity of their market and make valued decisions based on factual data.
- 6 Demonstrate awareness of ethical considerations.

Learning Outcomes of Assessments

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

Individual Presentation	1	3		
Business Research Proposal	2	4	5	6

Outline Syllabus

- 1. Examining current discourse in intended industry*
- 2. Research Philosophies, Paradigms, Approaches*
- 3. Qualitative and Quantitative Data Collection Approaches*
- 4. Data Collection Design*
- 5. Methods of Data Analysis*
- 6. Data Analysis Software Packages*
- 7. Research Ethics*

Learning Activities

Lectures will cover key methodological concepts and theories. Students will undertake critical examination of these theories alongside potential data collection methods and design during seminars. A review of previous case studies would also take place during seminars. IT sessions will facilitate interactive participation of students with robust analytical software packages.

Notes

None

