# Research Methods for Managers

# Module Information

**2022.01, Approved**

## Summary Information

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| Module Code | 7210ECBM |
| Formal Module Title | Research Methods for Managers |
| Owning School | Business and Management |
| Career | Postgraduate Taught |
| Credits | 10 |
| Academic level | FHEQ Level 7 |
| Grading Schema | 50 |

**Teaching Responsibility**

| LJMU Schools involved in Delivery |
|---|
| LJMU Partner Taught |

**Partner Teaching Institution**

| Institution Name |
|---|
| European College of Business Management |

## Learning Methods

| Learning Method Type | Hours |
|---|---|
| Workshop | 24 |

## Module Offering(s)

| Display Name | Location | Start Month | Duration Number Duration Unit |
|---|---|---|---|
| JAN-PAR | PAR | January | 12 Weeks |
| SEP-PAR | PAR | September | 12 Weeks |

# Aims and Outcomes

| Aims | To enable participants to examine, plan and evaluate issues surrounding qualitative and quantitative research processes for business.To enable participants to examine the relationships between philosophy, science and empiricism.To enable participants to develop skills in qualitative design and analysis using business ethnographic, phenomenological and positivist approaches.To enable participants to undertake quantitative research design incorporating exploratory, descriptive and causal methodologies.To enable participants to develop skills in a range of analytical methods.To enable participants to critically evaluate research design, undertake epistemic approaches, distinguish interpretive approaches, realist philosophies and develop hypotheses. |
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**After completing the module the student should be able to:**

**Learning Outcomes**

| Code | Number | Description |
|---|---|---|
| MLO1 | 1 | Critically appraise the salient qualitative and quantitative issues surrounding a business research problem. |
| MLO2 | 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. |
| MLO3 | 3 | Produce a research design, proposal and ethical approval form for a Master's level research project for business management. |

# Module Content

| Outline Syllabus | Philosophy of social science - 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: analysis and reportingCritical writing, dissertation and report design.Managing the research process - timescales, project management.Research ethics. |
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| Module Overview | |
| Additional Information | Successful completion of the module is a pre-requisite for progression towards the dissertation stage of the programme. |

# Assessments

| Assignment Category | Assessment Name | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping |
|---|---|---|---|---|
| Report | research proposal | 100 | 0 | MLO1, MLO2, MLO3 |

# Module Contacts

**Module Leader**

| Contact Name | Applies to all offerings | Offerings |
|---|---|---|
| Peter Wolstencroft | Yes | N/A |

**Partner Module Team**

| Contact Name | Applies to all offerings | Offerings |
|---|---|---|

| Contact Name | Applies to all offerings | Offerings |