

## Liverpool John Moores University

Title: Research Methods for Managers  
Status: Definitive  
Code: **7254BUSME** (123626)  
Version Start Date: 01-08-2020

Owning School/Faculty: Leadership and Organisational Development  
Teaching School/Faculty: Leadership and Organisational Development

Team	Leader
Michael Aiello	Y

**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:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Proposal	Maximum 2,500 words	100	

### Aims

*To enable participants to plan an investigation into a complex management issue, to locate the work within a body of contemporary knowledge, to plan how to generate and analyze data in order to derive supportable conclusions and practical recommendations which can impact on management practice.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Compare and contrast the relative merits of different research philosophies and strategies
- 2 Critically analyse the contribution of primary and secondary data sources and justify appropriate methods to address specified research objectives or questions
- 3 Apply a critical approach to management research utilising appropriate concepts addressed on the programme to inform the proposed research.
- 4 Propose, justify and plan to implement a Masters dissertation addressing a complex business issue that is of strategic relevance to the organization
- 5 Critically reflect on the proposed research and demonstrate an awareness of the political and ethical issues involved.

### **Learning Outcomes of Assessments**

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

Research Proposal	1	2	3	4	5
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### **Outline Syllabus**

*The Ingredients Of Successful Research*  
*The Literature Review*  
*The Philosophy Of Management Research*  
*The Politics And Ethics Of Management Research*  
*Creating Qualitative Data*  
*Making Sense Of Qualitative Data*  
*Creating Quantitative Data*  
*Making Sense Of Quantitative Data*  
*Structuring The Dissertation*

### **Learning Activities**

Workshops, to include mini lectures, tutorials and interactive participation.  
 Reflection on learning experiences

### **Notes**

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 (formative) feedback will be provided during the seminars. During workshop sessions, students will critique the literature, methods and proposed research of other class members.