

Liverpool John Moores University

Title: RESEARCH METHODS FOR GOVERNANCE
Status: Definitive
Code: **7500BLWIS** (101415)
Version Start Date: 01-08-2012

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

| Team | Leader |
|-----------|--------|
| Lynn Hill | Y |

Academic Level: FHEQ7
Credit Value: 10.00
Total Delivered Hours: 100.00
Total Learning Hours: 100
Private Study: 0

Delivery Options

Course typically offered: Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Online | 75.000 |
| Workshop | 25.000 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|----------|-------------------|---|---------------|---------------|
| Report | AS1 | Coursework: Research Plan and Proposal for Postgraduate research project (5000 words) | 100.0 | |

Aims

To enable participants to examine, plan and evaluate issues surrounding qualitative and quantitative research processes for enterprise. Wide use will be made of research projects and the case study method.

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

To enable participants to develop skills in qualitative design and analysis, using phenomenological approaches.

To enable participants to undertake appropriate governance research designs incorporating exploratory, descriptive and causal methodologies.

To enable participants to critically evaluate research design, undertake epistemic approaches; distinguish interpretive approaches and realist philosophies and test/develop hypotheses in governance resear

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify the salient qualitative and quantitative issues surrounding a governance research problem through problem development in Action Learning Sets.
- 2 Plan and identify the stages and tasks for an evaluation of a research problem, incorporating, where appropriate, preliminary research approaches, primary and secondary data requirements, sampling frame and sampling methods.
- 3 Produce a research design and proposal for a Postgraduate research project in governance.

Learning Outcomes of Assessments

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

| | | | |
|-------------------|---|---|---|
| Research proposal | 1 | 2 | 3 |
|-------------------|---|---|---|

Outline Syllabus

1. *Philosophy of Research - Positivism, Interpretivism Approaches, Realist Approaches, Ethics, Epistemology, Critical Theory.*
2. *Qualitative Approaches - Anthropology, Ethnography, Subjectivity, Phenomenology and Positivism, Narratives and Stories, Meanings and Metaphors, Writings and Representation, Audience and Reader analysis, Interview and Focus Group evaluations – applied to enterprise research.*
3. *Data - Primary and Secondary sources, Data Types, Sampling procedures and methods.*
4. *Quantitative Approaches - Descriptive, Exploratory, Causal Research. Hypothesis Testing, Questionnaire Design and Analysis – applied to enterprise research.*
5. *Analysis and Reporting - Use of Word, NUD*IST, SPSS, critical writing, dissertation and report design.*

Learning Activities

All learning sessions will be held as Action Learning Sets

References

| | |
|------------------------|---|
| Course Material | Book |
| Author | Lancaster, G |
| Publishing Year | 2004 |
| Title | Research methods in management: A concise introduction to research in management and business consultancy |
| Subtitle | |
| Edition | |
| Publisher | Butterworth Heinemann |
| ISBN | |

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|------------------------|-----------------------------------|
| Course Material | Book |
| Author | Aaker, D.A., Kumar, V., Day, G.S. |
| Publishing Year | 1995 |
| Title | Marketing Research |
| Subtitle | |
| Edition | 5th |
| Publisher | Wiley & Sons |
| ISBN | |

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|------------------------|-------------------|
| Course Material | Book |
| Author | Baxter, L., et al |
| Publishing Year | 2001 |
| Title | How to Research |
| Subtitle | |
| Edition | 2nd |
| Publisher | Open University |
| ISBN | |

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|------------------------|--------------------------------------|
| Course Material | Book |
| Author | Easterby-Smith, M et al |
| Publishing Year | 2001 |
| Title | Management Research: An Introduction |
| Subtitle | |
| Edition | 2001 |
| Publisher | London Sage |
| ISBN | |

Notes

This module provides an approach to research methods for corporate governance. It

is concerned with those disciplines that surround qualitative and quantitative research methods both as individual and combined methods of enquiry. The module focus, which calls widely on the use of research and case examples, explored in Action Learning Sets, will enable participants to prepare a comprehensive research proposal and plan for a Postgraduate research project related to corporate governance.