

Liverpool John Moores University

Title: MANAGING BUSINESS RESEARCH
Status: Definitive
Code: **7500EBMMS** (116412)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Euro College Bus & Mgmt

Team	Leader
Roger Pegum	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 35.00
Total Learning Hours: 150
Private Study: 115

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	10.000
Tutorial	10.000
Workshop	15.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	A single written assignment that draws together learning outcomes and demonstrates the student's ability to synthesize information and present this in a coherent manner. Assignment - individual research proposal of no more than 4,000 words.	100.0	

Aims

1) *To provide a conceptual framework from which research philosophies, strategies and methods associated with business management can be critically reviewed.*

2) *To develop research competencies, in particular those relating to data collection 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 appraise research undertaken by others
- 2 Propose and justify a report for a research project in business management that will stand up to critical scrutiny
- 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 research findings to improve the quality of decisions in management
- 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:

PORTFOLIO	1	2	3	4	5
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Outline Syllabus

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

Learning Activities

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

References

Course Material	Book
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Author	Gill, J and Johnson, P
Publishing Year	2010
Title	
Subtitle	Research Methods for Managers
Edition	
Publisher	4th edition, London, Sage
ISBN	

Course Material	Book
Author	Saunders, M, Lewis, P and Thornhill, A
Publishing Year	2009
Title	Research Methods for Business Students
Subtitle	
Edition	
Publisher	5th edition, Harlow, FT Prentice Hall
ISBN	

Course Material	Book
Author	Easterby-Smith, M, Thorpe, R and Lowe, A
Publishing Year	2008
Title	Management Research: An Introduction
Subtitle	
Edition	
Publisher	2nd edition, London, Sage
ISBN	

Course Material	Book
Author	Bryman, A and Bell, E
Publishing Year	2007
Title	Business Research Methods
Subtitle	
Edition	
Publisher	3rd edition, Oxford, Oxford University Press
ISBN	

Course Material	Book
Author	Fisher, C
Publishing Year	2007
Title	Researching and Writing a Dissertation for Business Students
Subtitle	
Edition	
Publisher	Harlow, FT Prentice Hall
ISBN	

Notes

This module provides a foundation in research approaches and techniques that will enable students to progress Masters level study that culminates in the MBA in Business Management dissertation.

The rationale for the assignment is evinced 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 teaching blocks, with electronic feedback being available between blocks.

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.