**Liverpool** John Moores University

| | |
|---|---|
| Title: | MANAGING BUSINESS RESEARCH |
| Status: | Definitive |
| Code: | **7500KFMMS**   (116582) |
| Version Start Date: | 01-08-2011 |

Owning School/Faculty:   Liverpool Business School
Teaching School/Faculty:   Kaplan Financial Manchester

| Team | emplid | Leader |
|---|---|---|
| Robert McClelland | | 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

## 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 |
| --- | --- |

| | |
|---|---|
| **Author** | Gill, J and Johnson, P |
| **Publishing Year** | 2010 |
| **Title** | Research Methods for Managers |
| **Subtitle** | |
| **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.