

## Liverpool John Moores University

Title: Action Learning and Research  
Status: Definitive  
Code: **7501BUSRM** (118779)  
Version Start Date: 01-08-2011

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

Team	Leader
Alistair Beere	Y

**Academic Level:** FHEQ7  
**Credit Value:** 15.00  
**Total Delivered Hours:** 36.00  
**Total Learning Hours:** 150  
**Private Study:** 114

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	24.000
Tutorial	12.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Diss Prop		100.0	

### Aims

- 1. To develop skills, knowledge and expertise that will allow learners to appraise research findings and theoretical perspectives on the role of research within an organisation*
- 2. To equip learners with requisite skills to be able to investigate, analyse, critique and present data using various scientific research methodologies that are used to underpin strategic organisational decision-making*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Design and conduct research applying scientific research methods and robust research design
- 2 Critique various sampling procedures and techniques
- 3 Collect and critically evaluate data in a systematic and organised manner
- 4 Synthesise statistical models for analysis and interpretation using computer packages (e.g. Statistical Package for the Social Sciences, SPSS)
- 5 Critically appraise the role of research findings to inform strategic planning

### **Learning Outcomes of Assessments**

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

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

1. *The Scientific Research Process*
2. *Study Design*
3. *Understanding Research Methodologies: Qualitative versus Quantitative Research*
4. *Critically Reviewing the Literature and Hypotheses Generation*
5. *Formulating the Research Design*
6. *Sampling*
7. *Research Ethics*
8. *Data Analysis:*  
*Data Entry, Variable Determination*  
*Statistical Analysis – Descriptive and Analytical*  
*Qualitative Analysis – Content Analysis*
9. *Development of a viable Research Proposal*

### **Learning Activities**

Classes will take place in traditional lecture format with built-in group to aid discussion and debate. Computer application classes will take place in the computer lab.

## References

<b>Course Material</b>	Book
<b>Author</b>	Saunders, M., Lewis, P., and Thornhill, A.
<b>Publishing Year</b>	2009
<b>Title</b>	Research Methods for Business Students
<b>Subtitle</b>	
<b>Edition</b>	5th
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Pallant, J.
<b>Publishing Year</b>	2010
<b>Title</b>	SPSS Survival Manual: A step by step guide to data analysis using SPSS
<b>Subtitle</b>	
<b>Edition</b>	4th
<b>Publisher</b>	Open University Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Cooper, D.R., and Schindler, P. S.
<b>Publishing Year</b>	2010
<b>Title</b>	Business Research Methods
<b>Subtitle</b>	
<b>Edition</b>	10th
<b>Publisher</b>	McGraw Hill
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Bryman, A., and Bell, B.
<b>Publishing Year</b>	2007
<b>Title</b>	Business Research Methods
<b>Subtitle</b>	
<b>Edition</b>	2nd
<b>Publisher</b>	Oxford University Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Creswell, J
<b>Publishing Year</b>	2008
<b>Title</b>	Research Design: Qualitative, Quantitative, and Mixed Methods Approaches
<b>Subtitle</b>	
<b>Edition</b>	3rd

<b>Publisher</b>	Sage Publications
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Kumar, Ranjit
<b>Publishing Year</b>	2005
<b>Title</b>	Research Methodology: A Step-by-Step Guide for Beginners
<b>Subtitle</b>	
<b>Edition</b>	2nd
<b>Publisher</b>	Sage Publications
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Rudestam, Kjell Erik and Newton, Rae R.
<b>Publishing Year</b>	2007
<b>Title</b>	Surviving your Dissertation; A Comprehensive Guide to Content and Process
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Sage Publications
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Kinnear, Paul R. and Gray, Colin D.
<b>Publishing Year</b>	2010
<b>Title</b>	IBM SPSS Statistics 18 Made Simple
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Psychology Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Argyrous, G.
<b>Publishing Year</b>	2005
<b>Title</b>	Statistics for Research with a Guide to SPSS
<b>Subtitle</b>	
<b>Edition</b>	2nd
<b>Publisher</b>	Sage Publications
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Bryman A. and Cramer, D.
<b>Publishing Year</b>	2008
<b>Title</b>	Quantitative Data Analysis with SPSS
<b>Subtitle</b>	
<b>Edition</b>	

<b>Publisher</b>	Routledge
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Lomax, Richard G.
<b>Publishing Year</b>	2007
<b>Title</b>	An Introduction to Statistical Concepts
<b>Subtitle</b>	
<b>Edition</b>	2nd
<b>Publisher</b>	Routledge
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	David Silverman
<b>Publishing Year</b>	2006
<b>Title</b>	Interpreting Qualitative Data: Methods for Analyzing Talk, Text and Interaction
<b>Subtitle</b>	
<b>Edition</b>	3rd
<b>Publisher</b>	Sage Publications
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Judd, Charles M., McClelland Gary H. and Ryan, Carey S.
<b>Publishing Year</b>	2008
<b>Title</b>	Data Analysis: A Model Comparison Approach
<b>Subtitle</b>	
<b>Edition</b>	2nd
<b>Publisher</b>	Routledge
<b>ISBN</b>	

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