

## Liverpool John Moores University

Title: RESEARCH SKILLS ANALYSIS  
Status: Definitive  
Code: **7501MI** (103652)  
Version Start Date: 01-08-2011

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

Team	Leader
Alistair Beere	Y

**Academic Level:** FHEQ7  
**Credit Value:** 15.00  
**Total Delivered Hours:** 30.00  
**Total Learning Hours:** 150  
**Private Study:** 120

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	20.000
Tutorial	10.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	The preparation and submission of a fully-worked 5000 word research proposal.	80.0	
Portfolio	AS2	PDP portfolio.	20.0	

### Aims

*To develop the abilities and attitudes that will allow students to appraise conceptual and theoretical perspectives on the role of business research within an organisation. Students will be able to investigate, analyse, critique and present data using various business research techniques that may be used in solving marketing problems within a business.*

*To develop students PDP skills so that they become critical and independent thinkers, ready for employment.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Propose and justify a report for a research project in business management that will stand up to critical scrutiny.
- 2 Critically appraise the contribution primary and secondary data sources can make to research studies in respect of sampling, analysis and data presentation techniques.
- 3 Synthesize research findings to improve the quality of decisions in management through making recommendations.
- 4 Take a reflective and independent approach to the learning process.
- 5 Demonstrate and critically evaluate PDP skills, along with their integration and impact on learning.
- 6 Critique the integration of all modules in relation to research analysis.

## Learning Outcomes of Assessments

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

CW	1	2	3	4	5	6
CW	1	2	3	4	5	6

## Outline Syllabus

*The Nature of Business Research and The Research Process*  
*Formulating and Clarifying the Research Topic*  
*Critically Reviewing the Literature*  
*Understanding Research Philosophies and Approaches*  
*Formulating the Research Design*  
*Negotiating Access and Research Ethics*  
*The Sampling Design Process*  
*Using Secondary Data*  
*Collecting Primary Data*  
*Analysing Data*  
*Writing up and Presenting your Research Outcomes*  
*Statistical Background*

*PDP:*

*Creative problem solving*  
*Examination techniques and report writing*  
*Researching skills - the analysis and articulation of data*  
*Enquiry based learning*  
*Careers information and employment skills*  
*Preparation for work input*  
*Communication skills, written and oral.*  
*Action planning*  
*Time management skills*

## Learning Activities

Lectures and tutorials.

## References

<b>Course Material</b>	Book
<b>Author</b>	Saunders, Mark N.K., Lewis, Philip, and Thornhill, Adrian
<b>Publishing Year</b>	2006
<b>Title</b>	Research Methods for Business Students
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	4th edition, Financial Times Prentice Hall 0273701487
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Blumberg, Boris, Cooper, Donald R. and Schindler, Pamela S.
<b>Publishing Year</b>	2008
<b>Title</b>	Business Research Methods
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Second European Edition, McGraw Hill 978007117450
<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>	
<b>Publisher</b>	2nd edition, Oxford University Press 0199284989
<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 14, 15 and 16
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Routledge 9780415440899
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	www.esomar.net
<b>Publishing Year</b>	0
<b>Title</b>	
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

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### **Notes**

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