

## Liverpool John Moores University

Title: QUANTATIVE METHODS  
Status: Definitive  
Code: **7503BLWMR** (101420)  
Version Start Date: 01-08-2012

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

Team	Leader
Yusra Mouzughhi	Y

**Academic Level:** FHEQ7      **Credit Value:** 20.00      **Total Delivered Hours:** 32.00  
**Total Learning Hours:** 200      **Private Study:** 168

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	8.000
Workshop	24.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Assignment (5,000 words)	100.0	

### Aims

*The module enables students to become familiar with a range of quantitative research methods and to understand the strengths and weaknesses of quantitative approaches.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Critically appraise a range of different methods of data collection that belong to the quantitative research tradition.
- 2 Evaluate how quantitative approaches offer different perspectives according to the focus of the research.
- 3 Identify and evaluate the advantages and disadvantages of a broad range of quantitative data collection methods and discuss alternative models, access and data issues involved.
- 4 Discuss and apply the different approaches to the analysis of qualitative data and identify criteria for quantitative research evaluation.
- 5 Use and apply computer based methods (SPSS and Excel) to enable data analysis.

## Learning Outcomes of Assessments

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

CW                                      1      2      3      4      5

## Outline Syllabus

*Data and descriptive; exploratory; inferential analysis and measures of association.  
Data changes over time; correlation; regression and smoothing models.  
Modeling and interpreting multivariate statistical analysis.  
Reliability, error and missing data treatment.  
Questionnaire design and implications for data analysis.  
Recording and managing quantitative data.  
Using computers and software to analyse quantitative data.  
Computer Based Analysis of data (SPSS and Excel).*

## Learning Activities

A blended learning approach will be used with a mix of formal lectures, guest lectures, tutorial sessions, student-led sessions, individual and group activities, directed study and Peer Learning Groups. Learning activities will be centred on 4 block sessions, the first of which will orientate the students to the module's learning activities.

## References

<b>Course Material</b>	Book
<b>Author</b>	Anderson, D R, Sweeney, D J, Williams, T A, Freeman, J and Shoesmith, E
<b>Publishing Year</b>	2006
<b>Title</b>	Statistics for Business and Economics
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Thomson Learning

<b>ISBN</b>	
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<b>Course Material</b>	Book
<b>Author</b>	Hair, J F, Black, B, Babin, B, and Anderson, R E
<b>Publishing Year</b>	2007
<b>Title</b>	Multivariate Data Analysis
<b>Subtitle</b>	
<b>Edition</b>	6th edition
<b>Publisher</b>	Pearson Education
<b>ISBN</b>	

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## Notes

The learning activities carried out during the block sessions will provide informal formative feedback to the students during the course of the module. The formative feedback will inform the summative assessment, which takes the form of a 5,000 word written assignment which focuses on the generation and analysis of quantitative data.