

Liverpool John Moores University

Title: RESEARCH DESIGN, DATA COLLECTION AND MANAGEMENT
Status: Definitive
Code: **7504BLWMR** (101421)
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 provides students with a thorough understanding of the principles and the process of research design, whereby research questions are turned into research projects, and of the tactical decisions associated with data collection and management.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically appraise approaches to defining and formulating researchable problems, questions, objectives and hypotheses, theory generation, theory building and empirical study.
- 2 Assess the relationship between quantitative and qualitative data collection techniques, inc mixed methods.
- 3 Evaluate different forms of sampling and explain the concepts of sampling error, bias, generalizability, validity, reliability and replicability.
- 4 Critically evaluate different data collection forms and methods, including primary and secondary sources, surveys, observation, focus-groups, experimental and quasi-experimental and the Internet.
- 5 Critically appraise methods for data management and dissemination, including the construction of datasets.

Learning Outcomes of Assessments

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

CW	1	2	3	4	5
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Outline Syllabus

The principles and process of research design, including defining and formulating researchable problems, questions, objectives and hypotheses. Alternative approaches.

The differences between quantitative and qualitative data collection techniques and analysis procedures. The benefits of mixed methods.

Forms of sampling, sampling error and bias.

The concepts of generalizability, validity, reliability and replicability.

Data collection forms and methods, including primary and secondary sources, surveys, observation, focus-groups, experimental and quasi-experimental and the Internet.

Data management and dissemination. The construction of datasets.

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

Course Material	Book
Author	Easterby-Smith, M, Thorpe, R and Jackson, P R

Publishing Year	2008
Title	Management Research
Subtitle	
Edition	3rd edition
Publisher	Sage, London, UK
ISBN	

Course Material	Book
Author	Saunders, M, Lewis, P, Thornhill, A
Publishing Year	2007
Title	Research Methods for Business Students
Subtitle	
Edition	4th edition
Publisher	Pearson Educational Limited, Harlow, UK
ISBN	

Course Material	Book
Author	Wilkinson, D
Publishing Year	2005
Title	The Essential Guide to Postgraduate Study
Subtitle	
Edition	
Publisher	Sage, London, UK
ISBN	

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, with an element comprising a verbal presentation, which focuses on a critical appraisal of a research design, with data collection and data management methods for research in an area of subject specialism.