

## Module Information

2022.01, Approved

### Summary Information

Module Code	7504DIMENT
Formal Module Title	Research methods and applied research methods
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

### Partner Teaching Institution

Institution Name
Dimensions International College Pte Ltd

### Learning Methods

Learning Method Type	Hours
Lecture	20
Seminar	20

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

## Aims and Outcomes

Aims	Students will examine the different methodological approaches and sources of factual data. Students will also learn different methods of synthesising data and findings that will enable them to develop valid and reliable conclusions that would facilitate informed business choices.
------	--

**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Gain the necessary skills to develop their scope and understanding of business opportunities in their intended marketplace.
MLO2	2	Learn from previous business success and failure through examining previous discourse and case studies
MLO3	3	Understand and enhance awareness of research methodologies
MLO4	4	Demonstrate the research skills required to collect and understand primary data in the intended marketplace.
MLO5	5	Demonstrate their ability to digest the complexity of their market and make valued decisions based on factual data.
MLO6	6	Demonstrate awareness of ethical considerations.

## Module Content

Outline Syllabus	1. Examining current discourse in intended industry 2. Research Philosophies, Paradigms, Approaches 3. Qualitative and Quantitative Data Collection Approaches 4. Data Collection Design 5. Methods of Data Analysis 6. Data Analysis Software Packages 7. Research Ethics
Module Overview	
Additional Information	None

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Individual Presentation	30	0	MLO1, MLO3
Portfolio	Business Research Proposal	70	0	MLO2, MLO4, MLO5, MLO6

## Module Contacts