Liverpool John Moores University

Title: RESEARCH METHODS FOR FINANCIAL MANAGERS

Status: Definitive

Code: **7504KFBAG** (116279)

Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School Teaching School/Faculty: Kaplan Financial Birmingham

Team	Leader
Alastair Balchin	Υ

Academic Credit Total

Level: FHEQ7 Value: 15.00 Delivered 36.00

Hours:

Total Private

Learning 150 Study: 114

Hours:

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Workshop	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Research proposal and plan for their proposed dissertation. (no more than 5,000 words).	100.0	

Aims

To develop the students' ability to understand and utilise qualitative and quantitative methods and statistical techniques within their proposed postgraduate dissertation. Participants will investigate, apply and evaluate selected research methodologies and techniques that may be applied in their dissertation.

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify and assess qualitative and quantitative research methodologies.
- 2 Recognise and evaluate the conceptual issues and practical procedures that are associated with qualitative and quantitative research.
- 3 Examine existing research within the area of their research project.
- 4 Produce a research proposal and plan for their proposed research project.
- 5 Use suitable computer packages to analyse qualitative and quantitative information.

Learning Outcomes of Assessments

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

Essay 1 2 3 4 5

Outline Syllabus

Design of a research project
Questionnaire analysis
Secondary research and data sources
The nature of qualitative and quantitative information
Collecting qualitative and quantitative information
Data analysis and statistical procedures
Communicating the research findings

Learning Activities

Lectures and workshops.

References

Course Material	Book
Author	Bryman, A and Bell, E
Publishing Year	2007
Title	Business Research Methods
Subtitle	
Edition	
Publisher	2nd edition, Oxford University Press 019-928498-6
ISBN	

Course Material	Book
Author	Saunders, M N K, Lewis, P and Thornhill, A
Publishing Year	2009
Title	Research Methods for Business Students
Subtitle	

Edition	
Publisher	5th edition, Pearson Education 0273716867
ISBN	

Course Material	Book
Author	Smith, M
Publishing Year	2003
Title	Research Methods in Accounting
Subtitle	
Edition	
Publisher	Sage 0-7619-7147-5
ISBN	

Course Material	Book
Author	McGivern, Y, McMillan, K and Weyers, J
Publishing Year	2007
Title	The Practice of Market and Social Research
Subtitle	
Edition	
Publisher	Pearson Education 9781405882941
ISBN	

Course Material	Book
Author	Mason, J
Publishing Year	2002
Title	Qualitative Researching
Subtitle	
Edition	
Publisher	Sage 0-7619-7428-8
ISBN	

Course Material	Book
Author	Gill, J and Johnson, P
Publishing Year	2010
Title	Research Methods for Managers
Subtitle	
Edition	
Publisher	4th edition, Sage 9781847870940
ISBN	

Notes

To provide students, via the identification, examination and evaluation of research methods, with the necessary skills that may be applied to the preparation of a comprehensive research proposal and plan for their proposed M level dissertation.