Module Proforma

Approved, 2022.02

Summary Information

Module Code	7504VLUMGT
Formal Module Title	Managing Business Research 2
Owning School	Business and Management
Career	Postgraduate Taught
Credits	10
Academic level	FHEQ Level 7
Grading Schema	50

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Hm Belal	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings

Partner Module Team

Contact Name	Applies to all offerings	Offerings

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Van Lang University

Learning Methods

Learning Method Type	Hours
Workshop	30

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

Aims	To equip students with the necessary foundations in qualitative and quantitative research approaches to prepare a research proposal for dissertation and apply either or both of the research approaches studied. It will enable them to use of both SPSS and NVivo for analysis.

Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Critically evaluate requirements of a Masters level research issue/problem and design and plan an appropriate research strategy to investigate the problem/issue.
MLO2	Critically review literature for a Masters level research study in business.
MLO3	Select appropriate methodological options for a Masters level research project.
MLO4	Demonstrate an understanding of the ethical implications of the proposed research.

Module Content

Outline Syllabus
1. Qualitative versus quantitative research processes for business2. Philosophical research perspectives3. Survey procedures and associated statistical evaluation (univariate, bivariate, multivariate methods)4. Modelling (Factor and Multiple Regression)5. Qualitative Analysis procedures including modelling6. Use of SPSS, AMOS and NVivo7. Ethics in business research

Module Overview

Additional Information
The module provides an overview of research approaches for business. It provides necessary skills in critical evaluation and knowledge of underpinning theories in methodology, as well as appropriate skills in analysis to enable participants to undertake Level 7 business research.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	2500-word Research Plan	100	0	MLO4, MLO1, MLO2, MLO3