

## Liverpool John Moores University

Title: RESEARCH METHODS FOR FINANCIAL MANAGERS  
Status: Definitive  
Code: **7505KFMAG** (116286)  
Version Start Date: 01-08-2011

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

Team	Leader
Alastair Balchin	Y

**Academic Level:** FHEQ7  
**Credit Value:** 15.00  
**Total Delivered Hours:** 36.00  
**Total Learning Hours:** 150  
**Private Study:** 114

### 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

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

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

<b>Edition</b>	
<b>Publisher</b>	5th edition, Pearson Education 0273716867
<b>ISBN</b>	

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

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

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

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

## 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.