

Liverpool John Moores University

Title: RESEARCH METHODS IN MANAGEMENT
Status: Definitive
Code: **7506ME** (103648)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Dublin Business School

Team	Leader
Graham Padgett	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: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12.000
Workshop	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	The preparation and submission of a fully-worked 5000 word dissertation research proposal employing the prescribed template as presented below. This assignment requires the student to exhibit a comprehensive and cohesive knowledge of research methods and to display critical thinking faculties.	100.0	

Aims

•To develop the abilities and attitudes that will allow students to appraise conceptual

and theoretical perspectives on the role of business research within an organisation

•Students will be able to investigate, analyse, critique and present data using various business research techniques that may be used in solving marketing problems within a business

Learning Outcomes

After completing the module the student should be able to:

- 1 Discuss and debate the philosophy of business research and the alternative methods of collecting and analysing data from various sources
- 2 Critique the various sampling procedures and techniques
- 3 Apply statistical models for analysis and interpretation
- 4 Collect and evaluate data via computer packages in a systematic and organised manner
- 5 Take a reflective approach and demonstrate originality of thought and innovativeness

Learning Outcomes of Assessments

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

ESSAY	1	2	3	4	5
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Outline Syllabus

- The Nature of Business Research and The Research Process*
- Formulating and Clarifying the Research Topic*
- Critically Reviewing the Literature*
- Understanding Research Philosophies and Approaches*
- Formulating the Research Design*
- Negotiating Access and Research Ethics*
- The Sampling Design Process*
- Using Secondary Data*
- Collecting Primary Data*
- Analysing Data*
- Writing up and Presenting your Research Outcomes*
- Statistical Background*

Learning Activities

Lectures and workshops.

References

Course Material	Book
Author	Saunders, Mark N.K., Lewis, Philip, and Thornhill, Adrian,
Publishing Year	2006
Title	Research Methods for Business Students
Subtitle	
Edition	
Publisher	Financial Times Prentice Hall
ISBN	978007117450

Course Material	Book
Author	Blumberg, Boris, Cooper, Donald R. and Schindler, Pamela S
Publishing Year	2008
Title	Business Research Methods
Subtitle	
Edition	
Publisher	Second European Edition, McGraw Hill 978007117450
ISBN	

Course Material	Book
Author	Bryman, A and Bell, B
Publishing Year	2007
Title	Business Research Methods
Subtitle	
Edition	
Publisher	2nd edition, Oxford University Press 0199284989
ISBN	

Course Material	Book
Author	Bryman, A and Cramer, D
Publishing Year	2008
Title	Quantitative Data Analysis with SPSS 14, 15 and 16
Subtitle	
Edition	
Publisher	Routledge 9780415440899
ISBN	

Course Material	Book
Author	www.esomar.net
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	

ISBN	
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ESSAY