

Liverpool John Moores University

Title: SCIENTIFIC RESEARCH METHODS
Status: Definitive
Code: **7507DCOM** (116297)
Version Start Date: 01-08-2011

Owning School/Faculty: Computing and Mathematical Sciences
Teaching School/Faculty: Dublin Business School

Team	Leader
Omar Abuelma'atti	

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 1

Component	Contact Hours
Lecture	12.000
Tutorial	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	The preparation and submission of a fully-worked 5000 word dissertation research proposal employing the prescribed template. 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 skills, knowledge and expertise that will allow learners to appraise research findings and theoretical perspectives on the role of research within an

organisation.

To equip learners with requisite skills to be able to investigate, analyse, critique and present data using various scientific research methodologies that are used to underpin strategic organisational decision-making.

Learning Outcomes

After completing the module the student should be able to:

AS1 Design and conduct research applying scientific research methods and robust research design.

Learning Outcomes of Assessments

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

Research proposal	AS	AS	AS	AS	AS
	1	1	1	1	1

Outline Syllabus

The Scientific Research Process

Study Design

Understanding Research Methodologies: Qualitative versus Quantitative Research

Critically Reviewing the Literature and Hypotheses Generation

Formulating the Research Design

Sampling and Research Ethics

Data Entry, Variable Determination

Statistical Analysis – Descriptive and Analytical

Data Analysis – Quantitative and Qualitative

Learning Activities

Attend lectures. Read all assigned papers and chapters. Prepare individual comments/analysis. Verbalise hypotheses. Develop arguments. Present analysis/conclusions. Write up and present group analysis.

References

Course Material	Book
Author	Argyrous, G.
Publishing Year	2005
Title	Statistics for Research with a Guide to SPSS
Subtitle	

Edition	2nd
Publisher	Sage Publications
ISBN	1412919487

Course Material	Book
Author	Pallant, J.
Publishing Year	2007
Title	SPSS Survival Manual
Subtitle	
Edition	3rd
Publisher	Open University Press
ISBN	0335216404

Course Material	Book
Author	Saunders, M., Lewis, P. and Thornhill, A.
Publishing Year	2006
Title	Research Methods for Business Students
Subtitle	
Edition	4th
Publisher	Prentice Hall
ISBN	0273701487

Notes

This module provides generic and specific research methods skills, which help equip the student for the project module and also for possible future research.