Liverpool John Moores University

| Title: | RESEARCH METHODS |
|--------------------------|---------------------------|
| Status: | Definitive |
| Code: | 7510ST (103711) |
| Version Start Date: | 01-08-2011 |
| Owning School/Faculty: | Liverpool Business School |
| Teaching School/Faculty: | Dublin Business School |

| Team | Leader |
|----------------|--------|
| Graham Padgett | Ý |

| Academic Level: | FHEQ7 | Credit Value: | 15.00 | Total Delivered Hours: | 30.00 |
|-----------------------------|-------|-------------------|-------|------------------------------|-------|
| Total Learning Hours: | 150 | Private Study: | 120 | | |

Delivery Options

Course typically offered: Runs Twice - S1 & S2

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 20.000 |
| Tutorial | 10.000 |

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. | 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

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 tutorials.

References

| Course Material | Book |
|-----------------|---|
| Author | Saunders, M N K, Lewis, P and Thornhill, A |
| Publishing Year | 2006 |
| Title | Research Methods for Business Students |
| Subtitle | |
| Edition | |
| Publisher | 4th edition, Financial Times Prentice Hall 0273701487 |

| ISBN | |
|------|--|

| Course Material | Book |
|-----------------|--|
| Author | Blumberg, B, Cooper, D R and Schindler, P S |
| Publishing Year | 2008 |
| Title | Business Research Methods |
| Subtitle | |
| Edition | |
| Publisher | 2nd 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 | 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 | Denzin, N K and Lincon, Y S |
| Publishing Year | 2006 |
| Title | The SAGE Handbook of Qualitative Research |
| Subtitle | |
| Edition | |
| Publisher | Sage Publications 0761927573 |
| ISBN | |

Notes

Lectures and tutorials.