

## 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	Y

**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



<b>ISBN</b>	
-------------	--

<b>Course Material</b>	Book
<b>Author</b>	Blumberg, B, Cooper, D R and Schindler, P S
<b>Publishing Year</b>	2008
<b>Title</b>	Business Research Methods
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	2nd European edition, McGraw Hill 978007117450
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Bryman, A and Bell, B
<b>Publishing Year</b>	2007
<b>Title</b>	Business Research Methods
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Oxford University Press 0199284989
<b>ISBN</b>	

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

<b>Course Material</b>	Book
<b>Author</b>	Denzin, N K and Lincon, Y S
<b>Publishing Year</b>	2006
<b>Title</b>	The SAGE Handbook of Qualitative Research
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Sage Publications 0761927573
<b>ISBN</b>	

---

## Notes

Lectures and tutorials.