

Liverpool John Moores University

Title: SCIENTIFIC RESEARCH METHODS
Status: Definitive
Code: **7511ST** (103712)
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 skills, knowledge and expertise that will allow learners to appraise research findings and theoretical perspectives on the role of business and marketing 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.

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

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|------------------------|---|
| Course Material | Book |
| Author | Saunders, M, 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 | |

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|------------------------|--|
| 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 | |

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|------------------------|---|
| 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 | |

Notes

Lecturers and tutorials.