# Liverpool John Moores University

Title:	SCIENTIFIC RESEARCH METHODS
Status:	Definitive
Code:	<b>7511ST</b> (103712)
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 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.

# Learning Outcomes

After completing the module the student should be able to:

- 1 Design and conduct research applying scientific research methods and robust research design.
- 2 Critique various sampling procedures and techniques.
- 3 Collect and evaluate data in a systematic and organised manner.
- 4 Apply statistical models for analysis and interpretation using computer packages (e.g. Statistical Package for the Social Sciences, SPSS).
- 5 Critically appraise the role of research findings to inform strategic marketing planning.

### Learning Outcomes of Assessments

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

Essay 1 2 3 4 5

## **Outline Syllabus**

The Scientific Research Process Study Design Research Methodologies: Qualitative versus Quantitative Research Critically Reviewing the Literature and Hypotheses Generation Formulating the Research Design Sampling & Research Ethics Data Entry, Variable Determination Statistical Analysis – Descriptive and Analytical Data Analysis – Quantitative & Qualitative Writing up and Presenting your Research Outcomes

### **Learning Activities**

Lecturers and tutorials.

#### References

Course Material	Book
Author	Argyrous, G
Publishing Year	2005
Title	Statistics for Research with a Guide to SPSS
Subtitle	
Edition	
Publisher	2nd edition, Sage Publications: London 1412919487
ISBN	

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

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	

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	2nd edition, Oxford University Press 0199284989
ISBN	

# Notes

Lecturers and tutorials.