

Liverpool John Moores University

Title: RESEARCH METHODS IN MANAGEMENT
Status: Definitive
Code: **7519ME** (107455)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Isle of Man International Business School

Team	Leader
Alex Watt	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 22.00
Total Learning Hours: 150
Private Study: 128

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12.000
Tutorial	10.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework	100.0	

Aims

- 1. To provide a conceptual framework from which research philosophies, strategies and methods associated with business management can be critically reviewed.*
- 2. To develop research competencies, in particular those relating to data collection and analysis, that enable students to design, undertake and evaluate independent research in an organizational setting.*
- 3. To develop a research proposal utilizing quantitative and qualitative research tools.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Propose and justify a report for a research proposal in business management that will stand up to critical scrutiny.
- 2 Through a thorough literature review, critically appraise research undertaken by others.
- 3 Critically appraise the contribution that primary and secondary data sources can make to research studies, particularly with respect to sampling, statistical analysis and data presentation techniques.
- 4 Synthesize research findings to improve the quality of decisions in management.

Learning Outcomes of Assessments

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

ESSAY	1	2	3	4
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Outline Syllabus

Defining the research topic.

Critically reviewing the literature.

Deciding the research strategy and methods.

Using secondary data.

Collecting primary data.

Analysing quantitative and qualitative data.

Planning a timescale and use of resources.

Writing the research proposal.

Learning Activities

The module is delivered in three weekend blocks which will include lecturer input, group activity and individual exercises. The nature of the subject matter is such that benefit is gained from participants sharing information and experiences with peers. Students need to identify a suitable research topic quite early in the module, as this provides an opportunity for early reading and the mapping of appropriate 'topic related' literature, which will assist students in refining their research question(s) and objectives.

References

Course Material	Book
Author	Bryman, A and Bell, E
Publishing Year	2007
Title	Business Research Methods

Subtitle	
Edition	
Publisher	2nd edition. Oxford, Oxford University Press
ISBN	

Course Material	Book
Author	Saunders, M, Lewis, P and Thornhill, A
Publishing Year	2009
Title	Research Methods for Business Students
Subtitle	
Edition	
Publisher	5th edition, Harlow, Financial Times Prentice Hall
ISBN	

Course Material	Book
Author	Easterby-Smith, M, Thorpe, R and Lowe, M
Publishing Year	2002
Title	Management Research: an Introduction
Subtitle	
Edition	
Publisher	2nd edition, London, Sage Publications
ISBN	

Course Material	Book
Author	Fisher, C
Publishing Year	2007
Title	Researching and Writing a Dissertation: A Guide For Business Students
Subtitle	
Edition	
Publisher	2nd edition, Harlow, Pearson Education
ISBN	

Course Material	Book
Author	Hart, C
Publishing Year	2004
Title	Doing Your Masters Dissertation: Essential Study Skills
Subtitle	
Edition	
Publisher	London, Sage Publications
ISBN	

Notes

Students are required to produce a written research proposal for the dissertation stage of the MBA that should not exceed 3000 words. (A separate handout is

provided that outlines the detail of the assignment and the mark criteria.) The proposal will be developed as the module progresses. Formative feedback is provided during the tutorials, some of which involve class discussions about progress on the coursework.