

Liverpool John Moores University

Title: RESEARCH METHODS IN MANAGEMENT
Status: Definitive
Code: **7524OSTME** (112915)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Technical University of Ostrava

Team	Leader
Jarmila Hickman	

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 36.00
Total Learning Hours: 150
Private Study: 114

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	12.000
Workshop	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework comprises a single written assignment that draws together learning outcomes and demonstrates student's ability to synthesize information and present in a coherent manner. Assignment - individual research proposal of no more than 3,000 words.	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 organisational setting.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically appraise research undertaken by others.
- 2 Propose and justify a report for a research project in business management that will stand up to critical scrutiny.
- 3 Critically appraise the contribution 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

1. *Positioning of Masters dissertations.*
2. *Research philosophies and strategies.*
3. *Purpose and practice of literature and data sourcing.*
4. *Data gathering techniques - focus groups, interview and questionnaire.*
5. *Analysis of quantitative and qualitative data.*
6. *Statistical analysis, to include computer analysis.*
7. *Ethical issues in organisational research.*
8. *Managing the research process.*
9. *Research design.*

Learning Activities

Combination of workshops, mini lectures and seminars.
Mini lecture and interactive participation.
Discussion of current business and management theories.
Case study analysis.
Reflection on learning experiences.

References

Course Material	Book
Author	Burton, D.

Publishing Year	2000
Title	Research Training for Social Scientists
Subtitle	a handbook for postgraduate researchers'
Edition	
Publisher	London, Sage Publications
ISBN	

Course Material	Book
Author	Bryman, A.
Publishing Year	2004
Title	'Social Research Methods'
Subtitle	
Edition	2nd Edition
Publisher	Oxford, Oxford University Press
ISBN	

Course Material	Book
Author	Bryman, A & Bell, E
Publishing Year	2003
Title	'Business Research Methods'
Subtitle	
Edition	
Publisher	Oxford, Oxford University Press
ISBN	

Course Material	Book
Author	Coghlan, D & Brannick, T
Publishing Year	2004
Title	'Doing Action Research in Your Own Organisation'
Subtitle	
Edition	
Publisher	London, Sage
ISBN	

Course Material	Book
Author	De Vaus, D
Publishing Year	2002
Title	'Analysing Social Science Data
Subtitle	survey problems in data analysis'
Edition	
Publisher	London, Sage Publications
ISBN	

Course Material	Book
Author	Easterby-Smith, M, Thorpe, R & Lowe, A
Publishing Year	2002
Title	'Management Research

Subtitle	an introduction'
Edition	2nd Edition
Publisher	London, Sage
ISBN	

Course Material	Book
Author	Fisher, C
Publishing Year	2004
Title	'Researching and Writing a Dissertation for Business Students'
Subtitle	
Edition	
Publisher	Harlow, FT Prentice Hall
ISBN	

Course Material	Book
Author	Gill, J & Johnson, P
Publishing Year	1997
Title	'Research Methods for Managers'
Subtitle	
Edition	
Publisher	London, Paul Chapman Publishing
ISBN	

Course Material	Book
Author	Hart, C
Publishing Year	2004
Title	'Doing Your Masters Dissertation
Subtitle	essential study skills'
Edition	
Publisher	London, Sage Publications
ISBN	

Course Material	Book
Author	Kinnear, P R & Gray C
Publishing Year	2000
Title	'SPSS for Windows Made Simple
Subtitle	release 10'
Edition	
Publisher	Hove, Psychology Press
ISBN	

Course Material	Book
Author	Partington, D
Publishing Year	2002
Title	'Essential Skills for Management Research'
Subtitle	

Edition	
Publisher	London, Sage Publications
ISBN	

Course Material	Book
Author	Robson, C
Publishing Year	2002
Title	'Real World Research
Subtitle	a resource for social scientists and practitioner-researchers'
Edition	2nd
Publisher	Oxford, Blackwell
ISBN	

Course Material	Book
Author	Saunders, M, Lewis, P & Thronhill, A
Publishing Year	2003
Title	'Research Methods for Business Students'
Subtitle	
Edition	
Publisher	Harlow, FT Prentice Hall
ISBN	

Notes

This module provides a foundation in research approaches and techniques that will enable students to progress Masters level study that culminates in the Executive MBA dissertation.

The rationale for the assignment is evinced in the relationship between the proposal and the dissertation process, whilst still providing practical tools and techniques that will benefit managers in the workplace. Developmental feedback will be provided in the weekly session, whereby class members will critique the literature, methods and deliberations of other class members. In the initial stages standard Performa will provide a critical framework from which to proceed.