

## Liverpool John Moores University

Title: RESEARCH METHODS FOR BANKING AND FINANCE  
Status: Definitive  
Code: **7528AE** (107303)  
Version Start Date: 01-08-2011

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

Team	Leader
Alistair Beere	Y

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

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Workshop	24.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	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:

Report	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**

<b>Course Material</b>	Book
<b>Author</b>	Burton, D

<b>Publishing Year</b>	2000
<b>Title</b>	Research Training for Social Scientists: a handbook for postgraduate researchers
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London, Sage Publications
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Bryman, A
<b>Publishing Year</b>	2004
<b>Title</b>	Social Research Methods
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	2nd Edition Oxford, Oxford University Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Bryman, A and Bell, E
<b>Publishing Year</b>	2003
<b>Title</b>	Business Research Methods
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Oxford, Oxford University Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Coghlan, D and Brannick, T
<b>Publishing Year</b>	2004
<b>Title</b>	Doing Action Research in Your Own Organisation
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London, Sage
<b>ISBN</b>	

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

<b>Course Material</b>	Book
<b>Author</b>	Easterby-Smith, M, Thorpe, R and Lowe, A

<b>Publishing Year</b>	2002
<b>Title</b>	Management Research :an introduction
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	2nd Edition London, Sage
<b>ISBN</b>	

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## Notes

This module provides a foundation in research approaches and techniques that will enable students to progress Masters level study that culminates in the MA 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 students in their workplace.

Developmental feedback will be provided in the weekly session, whereby class members will critique the literature, methods and deliberations of other class members.