Liverpool John Moores University

Title: RESEARCH METHODS IN BUSINESS MANAGEMENT
Status: Definitive
Code: **7533OSTENG**   (120500)
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Technical University of Ostrava

Team	Leader
Alastair Balchin	

Academic Level:	FHEQ7	**Credit Value:**	20	**Total Delivered Hours:**	45
Total Learning Hours:	200	**Private Study:**	155		

Delivery Options
Course typically offered: Non Standard Year Long

Component	Contact Hours
Seminar	45

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	RP	4,000 words	80	
Test	Test	Test on multi-criteria decision making	20	1

Aims

The module offers learning opportunities to managers. These opportunities meet the current and future development needs, and they increase managers' knowledge and skills to achieve greater self-awareness, creativity and flexibility. In addition, the module provides a conceptual framework from which research philosophies, strategies and methods associated with business management can be critically reviewed.

Research module will enable participants to understand and utilise quantitative and qualitative methods with emphasis on the nature of research, problem identification and formulation, methods of observation and data collection, analysis and interpretation, research communications, and project development.

Learning Outcomes

After completing the module the student should be able to:

1 Design and plan a research study.
2 Critically assess the contribution that primary and secondary data sources can make to research studies, with respect to the sampling, statistical analysis and data presentation techniques.
3 Evaluate the approaches used for the analysis of data (quantitative and qualitative) and ways these approaches can impact organisational effectiveness.
4 Aggregate and justify the research findings to improve the quality of decision-making in management.
5 Propose and justify a report for a research project in business management, incorporating an ethics statement

Learning Outcomes of Assessments

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

Research Prposal	1	2	3	4	5
Test	3	4			

Outline Syllabus

An introduction (means of research, objectives of research, types of research, research process, problem identification, role of information in problem formulation, approaches to the problem formulation).

Research design and measurement (types of research design, the measurement process, level of measurement, scaling techniques).

Data acquisition (primary and secondary data, methods of primary data collection, construction and validation of questionnaire, sampling plan, sample size, sampling methods).

Data preparation and analysis (data analysis and interpretation, data editing and coding, data classification, multi answer questions, missing values).

Descriptive data analysis (descriptive and inferential statistics, exploring data, multidimensional descriptive statistics methods, statistical software for data analysis).

Inferential data analysis and hypotheses testing (sampling theory and distribution,

hypothesis testing, correlation and regression analysis, ANOVA, nonparametric methods).

Application of primary research - case study 1 (market research - questionnaire survey of customer behavior, customer satisfaction and customer preferences).

Application of primary research - case study 2 (sociological survey - the views of citizens, civic satisfaction, attitudes of citizens).

Reflective issues and writing the research proposal (contents of project, readability, criteria for project writing, project format, ethics in research).

Selected research methods of multi-criteria decision making (classification of decision-making methods, setting and normalization of weights, evaluation and outranking decision-making methods (AHP, Promethee), basics and principles of optimization.

Selected research methods in financial decision making (analysis of deviation; sensitivity analysis and break point estimation; optimization in financial decision; prediction of financial assets).
Selected research methods and techniques in project management.
The relationship between data, information and their management. Business intelligence (data, information and knowledge in managerial practice; methodology of information system development; analysis, design and implementation of information system, transaction oriented and decision-support systems; modelling data for the support of decision-making in business processes; advanced aspects of information system and information management).

Learning Activities

Seminars include: tutor lecture, discussion of current business and management theories, case study analysis, reflection on learning experiences, facilitated group discussion, group problem solution, application of theory to practice, exchanging of feedback. Students will also become familiar with the English business terminology within relevant financial area.

Notes

This module provides a foundation of research approaches and techniques that will enable students to progress to Masters level study that culminates by the dissertation phase of the MBA in Executive leadership. The rationale for the assignment is evinced in the relationship between the proposal and process of the dissertation, whilst it still provides the practical tools and techniques from which can managers benefit in the workplace. Developmental feedback will be provided in the weekly session, where class members will critique the literature, methods and they will discuss with other class members. In the initial stages, a standard template will provide a critical framework from which it can proceed.