FOBE720

Qualitative Research Approaches in Business and Economics

S2 Day 2014

Business and Economics Faculty level units

Contents

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General Information

Unit convenor and teaching staff
Convenor, lecturer
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Tuesday 12-1 or by email for an appointment

Credit points
4

Prerequisites
Admission to MRes

Corequisites

Co-badged status

Unit description
This unit provides students with an introduction to theoretical and empirical research approaches informed by qualitative methods of inquiry within the business and economics discipline. It seeks to develop students? understanding of the contexts in which qualitative research can be undertaken. Topics covered include grounded theory, hermeneutical analysis, discourse analysis, heuristic and narrative methods of investigation, typology, and participant observational. Students will also develop the ability to analyse, conduct, and evaluate qualitative forms of research.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at https://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes

On successful completion of this unit, you will be able to:

Understand commonly used qualitative research approaches in business and management research.

Discuss different forms of data and outline their differences;

Demonstrate an awareness of the diversity of research methods and be able to make informed methodological choices;

Demonstrate an awareness of contemporary ethical issues in research and strategies for addressing them.

Do qualitative research by constructing problem oriented literature reviews, formalising meaningful research questions, handling and evaluating a range of evidence, and be able to deduce arguments on the basis of data.

General Assessment Information

No extensions will be granted. Late tasks will be accepted up to 72 hours after the submission deadline. There will be a deduction of

20% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is

late (for example, 25 hours late in submission – 40% penalty). This penalty does not apply for cases in which an application for

special consideration is made and approved.

In order to pass this course you must:

1. achieve a composite mark of 50%.

2. make a satisfactory attempt at all assessment tasks.

3. attend at least 80% of classes and participate fully in class activities.

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Assessment Tasks

Name	Weighting	Due
Presentation: paradigm debates	20%	Week 3 19/8/2014
Assessed coursework	40%	Week 7: 16/9/2014
Assessed coursework	40%	Week 12: 4th November

Presentation: paradigm debates

Due: **Week 3 19/8/2014**
Weighting: **20%**

Choose a research topic and critically analyse it from two out of four of Burrell and Morgan's sociological paradigms. Students will present their analysis during session 3. 10 minute presentations should focus on the application of the paradigms to their subject rather than

describing the paradigms. Students should prepare a 1 page handout for class members. Feedback will be provided during the session. This assessment will be discussed in weeks 1 and 2.

On successful completion you will be able to:
- Understand commonly used qualitative research approaches in business and management research.
- Demonstrate an awareness of the diversity of research methods and be able to make informed methodological choices;
- Do qualitative research by constructing problem oriented literature reviews, formalising meaningful research questions, handling and evaluating a range of evidence, and be able to deduce arguments on the basis of data.

Assessed coursework

Due: **Week 7: 16/9/2014**
Weighting: **40%**

Choose and critically appraise 10 qualitative methodology papers from a specific subject in your discipline. Prepare a 2,000 word critical review of these papers by first, conducting a literature review of their substantive contribution, and second, identify any methodological gaps that you envisage. Feedback will be provided in week 8.

On successful completion you will be able to:
- Understand commonly used qualitative research approaches in business and management research.
- Discuss different forms of data and outline their differences;
- Demonstrate an awareness of the diversity of research methods and be able to make informed methodological choices;
- Demonstrate an awareness of contemporary ethical issues in research and strategies for addressing them.
- Do qualitative research by constructing problem oriented literature reviews, formalising meaningful research questions, handling and evaluating a range of evidence, and be able to deduce arguments on the basis of data.

Assessed coursework

Due: **Week 12: 4th November**
Weighting: **40%**

Prepare a Research Proposal that contains a description of the topic and questions you will investigate as well as the qualitative methods and form of analysis you will use to address your

research questions. The course will take you through these stages. Feedback will be provided in week 13.

On successful completion you will be able to:

- Understand commonly used qualitative research approaches in business and management research.
- Discuss different forms of data and outline their differences;
- Demonstrate an awareness of the diversity of research methods and be able to make informed methodological choices;
- Demonstrate an awareness of contemporary ethical issues in research and strategies for addressing them.
- Do qualitative research by constructing problem oriented literature reviews, formalising meaningful research questions, handling and evaluating a range of evidence, and be able to deduce arguments on the basis of data.

Delivery and Resources

Delivery and resources

There will be no one textbook for this subject. You are encouraged to research the Qualitative Methodology texts and find appropriate sources that suits your discipline focus and research interests. Required weekly readings will be posted on iLearn.

Key research databases for your study include **Ebsco host: Academic Search Elite and Business Source Premier.**

To succeed in this unit, students are required to:

1. Attend classes and understand the material covered to be able to discuss this with their peers.

Students are expected to participate in class.

2. Critically analyse the material covered in relation to their own research interests. This is an essential requirement for all the assessment.

3. Students are expected to work individually and with their peers throughout the course.

4. Students must achieve an overall pass grade.

Technology Used and Required

Students are required to use various technology tools including word processing, Power Point, Turnitin

and iLearn. The latter is a software tool used by Macquarie to manage teaching and learning practices:

https://ilearn.mq.edu.au/. To log on, you must first obtain a log on password from IT services or the

library then click through to BUS832. Please check this site each week for possible lecture slides and

other announcements and material.

Timetable

The timetable for this unit can be accessed from this portal: http://timetables.mq.edu.au

IT Help and IT Policy

To receive IT Help online, on the phone, by email or simply walking in use the following link. When

using the University's IT, you must adhere to the Acceptable Use Policy. The policy applies to all who

connect to the MQ network including students and it outlines what can be done. Access to all student

computing facilities within the Faculty of Business and Economics is restricted to authorised

coursework for approved units. Student ID cards must be displayed in the locations provided at all

times. Students are expected to act responsibly when using University IT facilities.

Student Support

Macquarie University provides a range of Academic Student Support Services.

Students with disability are encouraged to contact the Disability Support Unit who can provide

appropriate help with any issues that arise during their studies.

University possesses vast online and human resources to help students learn:

• Online resources on Learning Skills

• Workshops and other Learning Skills resources for Postgraduate Students (ALPS)

• Personal assistance with your learning & study related questions.

• The Learning Help Desk is located in the Library foyer (level 2).

• Online and on-campus orientation events run by Mentors@Macquarie.

Unit Schedule

Lecture and date	
	Lecture Topic

Lecture 1: 5/8/2014	Doing Qualitative Research: The Philosophy of Research
Lecture 2: 12/8/2014	Approaches to Qualitative Research: The Paradigm Debates
Lecture 3: 19/8/2014	Generating qualitative research questions
Lecture 4: 26/8/2014	Approaches to Qualitative Research 1: Case Studies
Lecture 5: 2/9/2014	Approaches to Qualitative Research 2: Interviewing
Lecture 6: 9/9/2014	Approaches to Qualitative Research 3: Ethnography and autoethnography
Lecture 7: 16/9/2014	Approaches to Qualitative Research 4: Narrative Inquiry and Arts Based Methods
Lecture 8: 7/10/2014	Approaches to Qualitative Research 5: Grounded Theory and Discourse Analysis
Lecture 9: 14/10/2014	NVIVO
Lecture 10: 21/10/2014	The Ethics and Politics of Qualitative Research
Lecture 11: 28/10/2014	The Researcher, The Researched and Reflexivity in Qualitative Research

Lecture 12: 4/11/2014	Cross-discipline showcases
Lecture 13: 11/11/2014	Cross-discipline showcases

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central. Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy http://mq.edu.au/policy/docs/assessment/policy.html

Grading Policy http://mq.edu.au/policy/docs/grading/policy.html

Grade Appeal Policy http://mq.edu.au/policy/docs/gradeappeal/policy.html

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

Student Services and Support

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit http://informatics.mq.edu.au/help/.

When using the University's IT, you must adhere to the Acceptable Use Policy. The policy applies to all who connect to the MQ network including students.

Changes from Previous Offering

Due to staff changes, the module has been modified but the central ethos of the course remains the same. The assessment has been changed.

Unit Description

The course explores qualitative methodologies and methods commonly used in business and management research. The course will describe the process of conducting research, from developing problem oriented literature reviews, to formalising research questions, designing studies and analysing data.

A key aim of the module is to prepare you for future research work in your programme, to understand the basis upon which social scientific knowledge is erected and to enable you to critique 'popular' knowledge. It is therefore important that you are able to situate the research methods you employ to collect data within the broader social science approaches.