



FOBE710

Research Frontiers in Business and Economics

S2 Day 2015

Business and Economics Faculty level units

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Disclaimer

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General Information

Unit convenor and teaching staff
Senior Lecturer, unit convenor
Dr Chris Baumann
chris.baumann@mq.edu.au
Contact via In person before or after class
E4A634
2.45-4.45 PM Thursdays

Credit points
4

Prerequisites
Admission to MRes

Corequisites

Co-badged status

Unit description
In this unit student will attend a discipline based Research Seminar Series within the Faculty of Business and Economics and/or selected external seminar series, and provide a structured feedback on the research papers presented. Participation in the seminars provides a forum for students to engage with leading edge research in their field. They will evaluate strengths and weaknesses in the work of other scholars, learn to think more clearly about their own work and develop the ability to critique research and scholarship in their chosen discipline.

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:

- Understanding of the Marketing and Management research environment with its many facets, research philosophies and methodological approaches
- Developing skills in evaluating and assessing research
- Written and presentation skills through precise articulation of your thoughts, ideas and comments on current research and proposals for future research

General Assessment Information

Details of these assessment tasks will be given in the lecturers. Students need to take notes of the ideas developed during FOBE710 seminars, including the lecture component.

For each of the assessment tasks, individualised brief comments and a letter grade will be provided to students. There is no option to revise and resubmit for reassessment.

Assessment Tasks

Name	Weighting	Due
<u>Assignment</u>	50%	Week 13
<u>Presentation</u>	30%	Weekly
<u>Class Participation</u>	20%	Weekly

Assignment

Due: **Week 13**

Weighting: **50%**

The take home assignment will require students to evaluate a research paper in Marketing and Management (topic and format to be advised).

On successful completion you will be able to:

- Understanding of the Marketing and Management research environment with its many facets, research philosophies and methodological approaches
- Developing skills in evaluating and assessing research
- Written and presentation skills through precise articulation of your thoughts, ideas and comments on current research and proposals for future research

Presentation

Due: **Weekly**

Weighting: **30%**

Present a reflection on the impact of the research presented in the seminar series on potential research proposals. Each student will present once in total for 20 minutes and lead a Q&A for 10 minutes. Slides have to be submitted to the lecturer prior to presenting.

On successful completion you will be able to:

- Understanding of the Marketing and Management research environment with its many facets, research philosophies and methodological approaches

- Developing skills in evaluating and assessing research
- Written and presentation skills through precise articulation of your thoughts, ideas and comments on current research and proposals for future research

Class Participation

Due: **Weekly**

Weighting: **20%**

- Active, informed and constructive participation with statements of academic merit
- Individual written self-reflection (assessed by the lecturer of the unit)
- Professional conduct and behaviour as well as punctuality
- Meaningful email communication (if at all necessary)

On successful completion you will be able to:

- Understanding of the Marketing and Management research environment with its many facets, research philosophies and methodological approaches
- Developing skills in evaluating and assessing research
- Written and presentation skills through precise articulation of your thoughts, ideas and comments on current research and proposals for future research

Delivery and Resources

CLASS SCHEDULE

- Classes for FOBE710 are held on Tuesday at 10-11am, with subsequent seminars 11am-1pm.
- Location will change for some units, so students need to check that on ilearn.
- For each student there will be 3 hours face-to-face teaching per week consisting of one 1 hour lecture and the 1-1.5 hour seminar.
- For latest information about timetables for classes, please refer to the University web site at: <http://www.timetables.mq.edu.au/>

TEXTBOOKS AND READINGS

While there is no set textbook for FOBE710.

Some material will be provided as a handout during class.

Academic articles will be linked to on ilearn.

TECHNOLOGY USED AND REQUIRED

Software and technology required: (1) A personal computer with word processing software and Microsoft PowerPoint; (2) Access to iLearn for course materials.

As an FBE HDR candidate, you will be enrolled in the “FBE-HDR Transition to Research” online unit (iLearn). Login at <http://ilearn.mq.edu.au/>

The Echo360 recording (video or audio) of lectures/seminars is NOT applied to this unit - students are required to attend in person.

Any recording (video or audio) of lectures/seminars is NOT permitted.

WHAT IS REQUIRED TO COMPLETE THE UNIT SATISFACTORILY:

This unit is delivered in the seminar pattern. Students are expected to be active and engaged individual learners as well as cooperative team players to complete all tasks as instructed, inclusive of before-class reading, after-class review, desktop work, presentation, and to participate actively in class discussion. To get these above tasks accomplished, a certain level of independent and critical thinking will be inherently needed.

Unit Schedule

See department web site for updated schedule of seminar presentations.

Learning and Teaching Activities

Lectures and Seminars

Most of the above classes will be presented by Dr Chris Baumann prior to the seminar presentations.

Guest Lecture/Showcase

Guest presenters from various disciplines (namely Management and Marketing) will present examples of their research, highlighting scholarly problems, problems encountered and results.

Class Discussion

In-class discussion highlights abstract concepts and helps to apply different techniques and enriches class learning experience.

Before-class Preview & Post-class Review

Students are expected to complete all pre-class preparation in advance of that particular class and all the post-class review tasks following class activities. Material that does not come from online unit will be provided by the lecturer/unit coordinator. It is advisable that students make

notes summarising the pre-class readings. These notes do not need to be submitted for assessment; however they will allow discussion of the questions and material in class. It is expected that students will attend and participate in all classes. If attendance is below 80%, the student will be given an unsatisfactory result, including risk of failing the unit overall.

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/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au.

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.

Graduate Capabilities

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcome

- Written and presentation skills through precise articulation of your thoughts, ideas and comments on current research and proposals for future research

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcome

- Understanding of the Marketing and Management research environment with its many facets, research philosophies and methodological approaches

Assessment tasks

- Assignment
- Presentation
- Class Participation

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Understanding of the Marketing and Management research environment with its many facets, research philosophies and methodological approaches
- Developing skills in evaluating and assessing research
- Written and presentation skills through precise articulation of your thoughts, ideas and comments on current research and proposals for future research

Assessment tasks

- Assignment
- Presentation
- Class Participation

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Developing skills in evaluating and assessing research
- Written and presentation skills through precise articulation of your thoughts, ideas and comments on current research and proposals for future research

Assessment tasks

- Assignment
- Presentation
- Class Participation

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different

social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Assessment tasks

- Assignment
- Presentation
- Class Participation

Changes from Previous Offering

There are no changes to the previous unit.

Research and Practice

- The unit is designed to equip students to embark on their individual higher degree research projects.
- Because the unit focuses on developing students' academic literacy skills, a number of reading, writing and analytical tasks are set. Responses to some of these tasks are discussed in class, whereas others will be submitted for assessment. The tasks will contribute directly to the Research Protocol submission and/or PhD thesis.
- The unit is delivered in accordance with current academic teaching and learning pedagogies.

As a guidance to direct students' future research outcomes, the following academic journals with high academic credit will assist students to link what is learned from this unit with a specific disciplinary background that fits one's research interest.

Examples of discipline-based journals*:

Accounting and Corporate Governance	Applied Finance and Actuarial Study
Journal of Accounting Research	Journal of Finance
Contemporary Accounting Research	Journal of Financial and Quantitative Analysis
Accounting Research Journal	Journal of Empirical Finance
Accounting and Finance	Annals of Actuarial Science
Managerial Accounting Journal	Australian Actuarial Journal
Journal of Accounting and Economics	Asia-Pacific Journal of Risk and Insurance

Economics	Marketing and Management
Econometrica	Journal of Marketing Research
American Economic Review	Journal of the Academy of Marketing Science
Journal of Economic Theory	Asia Pacific Journal of Marketing and Logistics
Journal of International Economics	Academy of Management Journal
The Journal of Industrial Economics	Organisation studies
Journal of Public Economics	Journal of International Business Studies

*The selected journal lists are provided to assist students searching for discipline-based quantitative research. More comprehensive journals lists are available on the course website.

In addition, a list of other useful references may be available from the [Research at Faculty of Business and Economics](http://www.businessandconomics.mq.edu.au/research) webpage (www.businessandconomics.mq.edu.au/research) from diversified research interests.