



FOBE720

Qualitative Research Approaches in Business and Economics

S1 Evening 2016

Business and Economics Faculty level units

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General Information

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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:

1. Understand commonly used qualitative research approaches in business and management research.
2. Discuss different forms of data and outline their differences
3. Demonstrate an awareness of the diversity of research methods and be able to make informed methodological choices;
4. Demonstrate an awareness of contemporary ethical

issues in research and strategies for addressing them. 5. 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

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.

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.

Assessment Tasks

Name	Weighting	Due
<u>Paradigm debates</u>	20%	Week 5
<u>Identifying gaps</u>	40%	Week 9
<u>Qualitative proposals</u>	40%	Week 12

Paradigm debates

Due: **Week 5**

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 4. 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 covered discussed in weeks 1, 2 and 3.

On successful completion you will be able to:

- 1. Understand commonly used qualitative research approaches in business and management research.
- 2. Discuss different forms of data and outline their differences
- 3. Demonstrate an awareness of the diversity of research methods and be able to make informed methodological choices;
- 4. Demonstrate an awareness of contemporary ethical

issues in research and strategies for addressing them. 5. 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.

Identifying gaps

Due: **Week 9**

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 discussed in class as well as written individual feedback.

On successful completion you will be able to:

- 1. Understand commonly used qualitative research approaches in business and management research. 2. Discuss different forms of data and outline their differences 3. Demonstrate an awareness of the diversity of research methods and be able to make informed methodological choices; 4. Demonstrate an awareness of contemporary ethical issues in research and strategies for addressing them. 5. 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.

Qualitative proposals

Due: **Week 12**

Weighting: **40%**

Prepare a Research Proposal of 2,000 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 class as well as through written individual feedback.

On successful completion you will be able to:

- 1. Understand commonly used qualitative research approaches in business and management research. 2. Discuss different forms of data and outline their differences 3. Demonstrate an awareness of the diversity of research methods and be able to make informed methodological choices; 4. Demonstrate an awareness of contemporary ethical issues in research and strategies for addressing them. 5. 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

This unit focusses on students developing practical research skills that will help them complete their research projects, particularly in doing qualitative analysis. There is also a strong theoretical component to underpin the ability of students to think clearly about choosing and justifying their research designs.

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

New Assessment Policy in effect from Session 2 2016 http://mq.edu.au/policy/docs/assessment/policy_2016.html. For more information visit http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/

Assessment Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/grading/policy.html>

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

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.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://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources 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

- 1. Understand commonly used qualitative research approaches in business and management research. 2. Discuss different forms of data and outline their differences 3. Demonstrate an awareness of the diversity of research methods and be able to make informed methodological choices; 4. Demonstrate an awareness of contemporary ethical issues in research and strategies for addressing them. 5. 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.

Assessment tasks

- Paradigm debates
- Identifying gaps
- Qualitative proposals

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

- 1. Understand commonly used qualitative research approaches in business and management research. 2. Discuss different forms of data and outline their differences 3. Demonstrate an awareness of the diversity of research methods and be able to make informed methodological choices; 4. Demonstrate an awareness of contemporary ethical issues in research and strategies for addressing them. 5. 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.

Assessment tasks

- Paradigm debates
- Identifying gaps
- Qualitative proposals

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 outcome

- 1. Understand commonly used qualitative research approaches in business and management research. 2. Discuss different forms of data and outline their differences 3. Demonstrate an awareness of the diversity of research methods and be able to make

informed methodological choices; 4. Demonstrate an awareness of contemporary ethical issues in research and strategies for addressing them. 5. 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.

Assessment tasks

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- Identifying gaps
- Qualitative proposals

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 outcome

- 1. Understand commonly used qualitative research approaches in business and management research. 2. Discuss different forms of data and outline their differences 3. Demonstrate an awareness of the diversity of research methods and be able to make informed methodological choices; 4. Demonstrate an awareness of contemporary ethical issues in research and strategies for addressing them. 5. 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.

Assessment tasks

- Paradigm debates
- Identifying gaps
- Qualitative proposals

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:

Learning outcome

- 1. Understand commonly used qualitative research approaches in business and management research. 2. Discuss different forms of data and outline their differences 3. Demonstrate an awareness of the diversity of research methods and be able to make informed methodological choices; 4. Demonstrate an awareness of contemporary ethical issues in research and strategies for addressing them. 5. 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.

Assessment tasks

- Paradigm debates
- Identifying gaps
- Qualitative proposals

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcome

- 1. Understand commonly used qualitative research approaches in business and management research. 2. Discuss different forms of data and outline their differences 3. Demonstrate an awareness of the diversity of research methods and be able to make informed methodological choices; 4. Demonstrate an awareness of contemporary ethical issues in research and strategies for addressing them. 5. 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.

Assessment tasks

- Paradigm debates
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