



FOBE710

Research Frontiers in Business and Economics

S2 Day 2017

Business and Economics Faculty level units

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General Information

Unit convenor and teaching staff

Professor of Marketing

Aron O'Cass

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Contact via aron.ocass@mq.edu.au

E4A room 508

Friday 10am to 12pm or by appointment at other times

Lorne Cummings

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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:

Critically analyse research, theory, and constructs used in contemporary and seminal research in marketing and management (in your discipline area).

Apply theory to develop ideas and present potential research opportunities in marketing and management (in your discipline area).

Communicate theory specific to the academic standards and conventions of your discipline to an audience.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>In class activities</u>	20%	No	weeks 1 to 13
<u>Theory & research presentation</u>	35%	No	weeks 8 to 13
<u>Critical analysis essay</u>	45%	No	5pm 10-11-17

In class activities

Due: **weeks 1 to 13**

Weighting: **20%**

In class activities:

Due: week 1-13

Weighting 20% of the total mark

Ongoing - continuous

Each week, students are expected to study the assigned readings prior to attending the **seminar**. You are expected to locate at least 1 additional reading to share and discuss in the class. During the **seminars** we will be discussing particular topics and specific papers. Themes and topics for each week will be placed on iLearn as a reference point for generating additional readings. Each week, from week 1-13, the lecturer will select students randomly to lead the discussion about the assigned papers and provide their analysis of the papers. Other students are expected to contribute to the discussion by asking pertinent questions, contributing to the discussion and providing feedback to students who lead the discussion.

Further, during the **seminars** from week 8-12, students will be formally presenting on specific topics (Assessment Item 2). Non-presenters are expected to contribute to presentations by contributing to the discussion on the seminar topic, reflecting on the performance of presenters, asking pertinent questions, and providing feedback. At the beginning of each seminar from week 8-12, the unit convenor will randomly select students to formally reflect on the performance of presenters.

Students will be selected multiple times during the semester and their final mark for this assessment task (in class activities) will be the average mark for each activity and feedback/reflection. Please, see the rubric for more information. The marks for in-class activities are equally distributed across the tasks you undertake from week 1 to 13 and week 8 to 12. Your engagement will be assessed by the unit convenor **throughout the semester via** your engagement in the seminars, discussions, reflection on the topics, and providing feedback on/to others contributions.

NB: If a student fails to engage in class activities on any week a zero mark will be given for that week.

On successful completion you will be able to:

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- Apply theory to develop ideas and present potential research opportunities in marketing and management (in your discipline area).
- Communicate theory specific to the academic standards and conventions of your discipline to an audience.

Theory & research presentation

Due: **weeks 8 to 13**

Weighting: **35%**

Theory and research presentation:

Due: week 8-13

Weighting 35% of the total mark

Length 40 minutes presentation + 1000 words

You are to undertake an examination of a specific theory of your choice (approved by the unit convenor by week 4) and present it to the class from week 8-12. The topic should be one that is of interest to you and that could be used to underpin your own research. Through this process you will become familiar with the theory and research applying that specific theory as you undertake an analysis of the published work using the theory. The **presentation** will assess your ability to analyse a theory and relevant research papers, marshal your thoughts and ideas, and communicate them via an oral presentation. You will be assessed on the identification of relevant theory/concepts that you have selected; the depth of your research and critical analysis, and quality of your communication of the theory/concepts and the body of research to your audience.

The purpose of this task is to:

- Develop your capacity to analyse and critique a theory and what the theory has contributed to the field.
- Develop your ability creatively explain the theory and the literature related to the theory.
- Develop your presentation skills and logically and clearly communicate your arguments orally and written.

Expectations:

You are expected to give a 40 minute formal presentation during the class at an allocated time. Further, you have to submit a copy of the power point slides and a 1000 word synopsis of the presentation to dropbox on iLearn before coming to the class.

NB: If a student fails to present on the assigned date and time zero marks will be given.

On successful completion you will be able to:

- Critically analyse research, theory, and constructs used in contemporary and seminal research in marketing and management (in your discipline area).
- Apply theory to develop ideas and present potential research opportunities in marketing and management (in your discipline area).
- Communicate theory specific to the academic standards and conventions of your discipline to an audience.

Critical analysis essay

Due: **5pm 10-11-17**

Weighting: **45%**

Critical analysis essay:

Due: week 13

Weighting 45% of total mark

Length 2500 words

The **essay** allows students to demonstrate their understanding of important theory domain and the current state of the literature on that specific topic/research domain in marketing or management. The essay focuses on analysing and critically examining the literature related to a specific theoretical area. Students are required to analyse, evaluate, and communicate the critical issues associated with the topic and draw an appropriate conclusion from the critical analysis of the literature related to a specific theory chosen by the student and approved by the unit convenor. The essay must be appropriately cited and referenced with academic sources.

To write this essay, you are required to:

- explain the importance of the theory and associated studies to your topic area and your discipline (i.e., the contribution of the theory and findings of the papers to the field);
- evaluate the strengths and limitations of the theory, identifying the research paradigm, and method used by researchers when adopting the theory and how and why that supports the theory,
- contrast different streams of research in terms of gaps and contributions as argued by

researchers in relation to your chosen theory; and,

- discuss their general influence on marketing or management thought (scholarship and practice).

*NB: This essay task cannot cover the same theory/topic as the **Theory and research presentation** topic.*

On successful completion you will be able to:

- Critically analyse research, theory, and constructs used in contemporary and seminal research in marketing and management (in your discipline area).
- Apply theory to develop ideas and present potential research opportunities in marketing and management (in your discipline area).
- Communicate theory specific to the academic standards and conventions of your discipline to an audience.

Delivery and Resources

This unit is delivered via seminars from week 1 to 13. The seminar will be 2 hours per week.

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_2016.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 (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

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

- Apply theory to develop ideas and present potential research opportunities in marketing and management (in your discipline area).

Assessment task

- Theory & research presentation

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

- Critically analyse research, theory, and constructs used in contemporary and seminal research in marketing and management (in your discipline area).

Assessment task

- In class activities

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

- Critically analyse research, theory, and constructs used in contemporary and seminal research in marketing and management (in your discipline area).

Assessment task

- In class activities

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

- Apply theory to develop ideas and present potential research opportunities in marketing and management (in your discipline area).
- Communicate theory specific to the academic standards and conventions of your discipline to an audience.

Assessment tasks

- Theory & research presentation
- Critical analysis essay

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

- Communicate theory specific to the academic standards and conventions of your discipline to an audience.

Assessment task

- Critical analysis essay

ABOUT THIS UNIT

Theories in the marketing and management disciplines help organize knowledge objectivity by framing how and why individual and organisational behaviours are formed. Understanding how and why behaviours occur is important for researchers because it provides them with a rational explanation and the reasons underpinning human behaviours.

The focus of this unit is on developing your knowledge about theories used in contemporary marketing and management research. You will explore marketing and management theory and their various interpretations to develop an appreciation of the scope of theory and research. In particular, you will develop knowledge, critical analysis, and creative thinking to examine and explain marketing and management theory to solve research problems. You will also learn how to critically evaluate, synthesise, explain theory and concepts, and communicate your ideas to extend available theories in marketing and management.