FOBE720

Qualitative Research Approaches in Business and Economics

S1 Evening 2017

Business and Economics Faculty level units

Contents

General Information

Unit convenor and teaching staff
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Credit points
4

Prerequisites
Admission to MRes

Corequisites

Co-badged status
FOBE820

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, 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

Assessment Tasks

Name	Weighting	Hurdle	Due
What is a research question?	20%	No	Week 4, Thursday 10pm
Identifying gaps that matter	40%	No	Week 8, Thursday 10pm
Qualitative research proposal	40%	No	Week 13, Thursday 10pm

What is a research question?

Due: **Week 4, Thursday 10pm**
Weighting: **20%**

Your task in this assignment is to critically explain:

(1.) What a research question is and how it is developed in academic research,

(2.) What a research question should enable the researcher to do in relation to contributing to knowledge, and

(3.) State your own research question, explaining how you developed it and how it will help you make an original contribution to knowledge.

This Assessment Task relates to the following Learning Outcomes:

• Demonstrate an awareness of what research questions are and how they are created

• Demonstrate an ability to create your own research question

You should consult research methods/methodology research in journal articles and research methods textbooks.

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

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

Identifying gaps that matter

Due: **Week 8, Thursday 10pm**
Weighting: **40%**

Choose and critically appraise 5 qualitative methodology articles and one major (recent) review articles from a top ranked journal that speak to your research question. Prepare a 2,000 word critical review of these papers by, first, conducting a literature review of their substantive contribution, and second, identifying any methodological gaps that you can identify in the literature.

This Assessment Task relates to the following Learning Outcomes:

• 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.

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

Qualitative research proposal

Due: **Week 13, Thursday 10pm**

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.

This Assessment Task relates to the following Learning Outcomes:

• 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.

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

A number of digital tools for collaborative problem solving are useful in research. It will assist you to bring a laptop or tablet to the studio and to download the chrome web browser. You will use a number of free Chrome Apps (some of which are also available as iPad/tablet apps) such as Lucidchart (educational version), Smartsheets, and Mindmeister.

Additional resources

Writing and grammar tools http://www.elearnhub.org/best-grammar-editing-proofreading-tools-everybody-know/

Unit Schedule

During the course of the semester, you will be exposed to a range of ideas and processes that assist people who need to become professional problem solvers.

Week	Wisdom Studio Reading Topics	Notes
1	Introduction	
2	Writing in the research process	Writing and grammar tools http://www.elearnhub.org/best-grammar-editing-proofreading-tools-everybody-know/
3	Ontology & Epistemology	What are your assumptions and what approach will you take to creating knowledge
4	Research paradigms, questions, methodology & design	Clarifying how you will do your research next year
5	Case study method	Case study is more than you think
6	Interview method	It's not just a chat
7	Analysis & interpretation	What theoretical knowledge does your data have
8	Interpretation practicum	Learning by doing
9	Ethnography method	Learning by doing
10	Ethnography of the mall practicum	Learning by doing (field trip)
11	Grounded theory data coding practicum	Learning by doing
12	Discourse analysis practicum	Learning by doing
13	Back to basics	

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 outcomes

- 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

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 outcomes

- 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

- 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

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

- 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
- 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

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

- 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
- 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

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

- 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

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 outcomes

- 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
- 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

Changes from Previous Offering

Additional focus on writing at professional research standard.