



# MKMT899

## Master of Research - Marketing and Management

S1 Day 2017

*Dept of Marketing and Management*

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#### Disclaimer

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## General Information

Unit convenor and teaching staff

Unit co-ordinator

Alison Pullen

[alison.pullen@mq.edu.au](mailto:alison.pullen@mq.edu.au)

Contact via Email

E4A 644

By email appointment

Credit points

32

Prerequisites

Corequisites

Co-badged status

Unit description

The 800-level components of the Master of Research are not designed around units. The thesis and four core research activities form a single coherent research unit based on individual research plans and consists of the following: 1. Research Frontiers 2: you will attend a number of department or faculty-run sessions and engage in a program of activities developing your knowledge of the sub-disciplinary field in which you want to situate your own research. 2. Literature Review: you will attend sessions explaining how researchers in your field engage with previous research literature, and produce a draft of your own literature review for your thesis. 3. Research Methods: with other students and led by academic staff, you will develop the research methods you will use in your research project. 4. Research Planning: through a combination of group sessions and individual work with your supervision team, you will develop a plan for a large scale research project, part of which will be completed in the MRes. 5. Thesis: you will complete a small research project, and write it up in a short thesis of about 20,000 words.

## 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. Formulate a research question that has the potential to produce new knowledge/

insights within your sub-field of business and economics.

2. Research and write up a comprehensive and critical literature review in a specific area of business and economics based research.

3. Develop and apply a theoretical model to the research project (if applicable).

4. Outline a sound research model on which to identify and select data.

5. Undertake a qualitative or quantitative analysis of the data collected, inclusive of critical reasoning and argumentation.

6. Write up a conclusion to the project with reference to how the project and its findings contribute to enhancing existing literature within the field.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Report</u>	10%	No	21/7/2017
<u>MRes thesis</u>	90%	No	10/10/2017

### Report

Due: **21/7/2017**

Weighting: **10%**

This research report provides an opportunity to collate the research work to date in the form of a short report. The basic items are required: title, research background, aims and scope of project, literature review, research methodology including discussion of ethics if required, and the intended contribution to knowledge.

On successful completion you will be able to:

- 1. Formulate a research question that has the potential to produce new knowledge/ insights within your sub-field of business and economics.
- 2. Research and write up a comprehensive and critical literature review in a specific area of business and economics based research.
- 3. Develop and apply a theoretical model to the research project (if applicable).
- 4. Outline a sound research model on which to identify and select data.
- 5. Undertake a qualitative or quantitative analysis of the data collected, inclusive of critical reasoning and argumentation.
- 6. Write up a conclusion to the project with reference to how the project and its findings contribute to enhancing existing literature within the field.

## MRes thesis

Due: **10/10/2017**

Weighting: **90%**

The thesis brings together research conducted during the second year of the MRes.

On successful completion you will be able to:

- 1. Formulate a research question that has the potential to produce new knowledge/ insights within your sub-field of business and economics.
- 2. Research and write up a comprehensive and critical literature review in a specific area of business and economics based research.
- 3. Develop and apply a theoretical model to the research project (if applicable).
- 4. Outline a sound research model on which to identify and select data.
- 5. Undertake a qualitative or quantitative analysis of the data collected, inclusive of critical reasoning and argumentation.
- 6. Write up a conclusion to the project with reference to how the project and its findings contribute to enhancing existing literature within the field.

## Delivery and Resources


## Unit Schedule

8/3/2017 10-1	Class 1: Welcome, Research & Student Research Projects
15/3/2017 10-1	Class 2: Developing a research project
22/3/2017 10-1	Class 3: Developing originality & doing a literature review
29/3/2017 10-1	Class 4: Methodological knowledge & method
5/4/2017 10-1	Class 5: Writing workshop
12/4/2017 10-1	Class 6: Learning from experience
Deadline 3/5/2017	Project Plan to MRes Advisor
10/5/2017 10-1	Class 7: Data versus theory
17/5/2017 10-1	Class 8: Making a contribution
24/5/2017 10-1	Class 9: Student presentations
31/5/2017 10-1	Class 10: Student presentations
8-9/6/2017 To be confirmed	Faculty student conference
26/6/2017	Revised Project Plan to MRes Advisor

21/7/2017	10% Report to Alison Pullen
10/10/2017	Submit thesis to Faculty

## 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](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy [http://mq.edu.au/policy/docs/assessment/policy\\_2016.html](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](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](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/](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](http://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](http://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](http://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/](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 - 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

- 2. Research and write up a comprehensive and critical literature review in a specific area of business and economics based research.
- 3. Develop and apply a theoretical model to the research project (if applicable).
- 4. Outline a sound research model on which to identify and select data.
- 6. Write up a conclusion to the project with reference to how the project and its findings contribute to enhancing existing literature within the field.

#### Assessment tasks

- Report
- MRes thesis

### 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**

- 1. Formulate a research question that has the potential to produce new knowledge/ insights within your sub-field of business and economics.
- 2. Research and write up a comprehensive and critical literature review in a specific area of business and economics based research.
- 6. Write up a conclusion to the project with reference to how the project and its findings contribute to enhancing existing literature within the field.

## **Assessment tasks**

- Report
- MRes thesis

## **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**

- 3. Develop and apply a theoretical model to the research project (if applicable).
- 4. Outline a sound research model on which to identify and select data.
- 5. Undertake a qualitative or quantitative analysis of the data collected, inclusive of critical reasoning and argumentation.

## **Assessment tasks**

- Report
- MRes thesis