



# FOBE820

## Qualitative Research Approaches in Business and Economics

S2 Evening 2019

*Business and Economics Faculty level units*

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## General Information

Unit convenor and teaching staff Jaco Lok <a href="mailto:jaco.lok@mq.edu.au">jaco.lok@mq.edu.au</a>
Credit points 4
Prerequisites (Admission to MActPrac or MBkgFin or MCom or MIntBus) and permission by special approval
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:

Explain the role of research philosophy in selecting suitable research methods for a particular study

Consider the relative advantages and disadvantages of a diverse range of qualitative research methods used in management research in developing a research design

Address any ethics issues that may arise as part of a research design that involves qualitative methods

Conduct qualitative research using a basic understanding of different coding strategies, and a range of typical qualitative methods

Develop a research contribution based on findings from qualitative data analysis

Develop a basic research proposal based qualitative methods that links the suitability of the proposed method to the nature of the research question, as well as the relative advantages and disadvantages of the proposed method

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Weekly reviews</u>	40%	No	weeks 3-13, Wednesday 6pm
<u>Critique your preferred method</u>	20%	No	Week 11, Wednesday 6pm
<u>Qualitative research design</u>	40%	No	Week 13, Friday 10pm

### Weekly reviews

Due: **weeks 3-13, Wednesday 6pm**

Weighting: **40%**

For each of the sessions from weeks 2 -12 of the course, write a 500-1,000 review that:

- 1) Summarizes what you believe to be the most important learnings from the lecture and readings in each week
- 2) Critically discuss how the materials covered could relate to your own research project e.g. how might you use some of the points discussed to improve, critique, and/or justify your research project?

On successful completion you will be able to:

- Explain the role of research philosophy in selecting suitable research methods for a particular study
- Consider the relative advantages and disadvantages of a diverse range of qualitative research methods used in management research in developing a research design
- Address any ethics issues that may arise as part of a research design that involves qualitative methods
- Conduct qualitative research using a basic understanding of different coding strategies, and a range of typical qualitative methods
- Develop a basic research proposal based qualitative methods that links the suitability of the proposed method to the nature of the research question, as well as the relative advantages and disadvantages of the proposed method

## Critique your preferred method

Due: **Week 11, Wednesday 6pm**

Weighting: **20%**

Select three recent (within the last 5 years) empirical research papers from three different top academic journals that have used a particular research method that you are interested in exploring more deeply, and write a 1,500-2,000 word critique of the three papers through critically comparing them on your assessment of the following:

- 1) Suitability and justification of the chosen method in relation to the research question
- 2) Technical adequacy of the method application in terms of data collection and analysis

On successful completion you will be able to:

- Explain the role of research philosophy in selecting suitable research methods for a particular study
- Consider the relative advantages and disadvantages of a diverse range of qualitative research methods used in management research in developing a research design
- Develop a basic research proposal based qualitative methods that links the suitability of the proposed method to the nature of the research question, as well as the relative advantages and disadvantages of the proposed method

## Qualitative research design

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

Weighting: **40%**

Prepare a 3,000 word research proposal that is based on a qualitative research design. The report should contain:

- 1) Your research problem and research question(s)
- 2) A justification of your choice of qualitative method(s) in relation to your research question(s) based in a literature review of relevant methodological literature
- 3) The relation of your choice of qualitative method(s) to your onto-epistemic research philosophy
- 4) An explanation of how you will conduct your analysis
- 5) A significant example of actual data collection and analysis, including a summary of your main findings
- 6) A discussion of limitations and next steps

On successful completion you will be able to:

- Explain the role of research philosophy in selecting suitable research methods for a

particular study

- Consider the relative advantages and disadvantages of a diverse range of qualitative research methods used in management research in developing a research design
- Conduct qualitative research using a basic understanding of different coding strategies, and a range of typical qualitative methods
- Develop a research contribution based on findings from qualitative data analysis
- Develop a basic research proposal based qualitative methods that links the suitability of the proposed method to the nature of the research question, as well as the relative advantages and disadvantages of the proposed method

## Delivery and Resources

Readings will be announced on Ilearn at least 1 week prior to the session to which they apply.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/student-conduct>

## Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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](mailto:ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@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](mailto:ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@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 - 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**

- Consider the relative advantages and disadvantages of a diverse range of qualitative research methods used in management research in developing a research design
- Address any ethics issues that may arise as part of a research design that involves qualitative methods
- Develop a basic research proposal based qualitative methods that links the suitability of the proposed method to the nature of the research question, as well as the relative advantages and disadvantages of the proposed method

## **Assessment tasks**

- Weekly reviews
- Qualitative research design

## **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**

- Explain the role of research philosophy in selecting suitable research methods for a particular study
- Consider the relative advantages and disadvantages of a diverse range of qualitative research methods used in management research in developing a research design
- Conduct qualitative research using a basic understanding of different coding strategies, and a range of typical qualitative methods
- Develop a basic research proposal based qualitative methods that links the suitability of the proposed method to the nature of the research question, as well as the relative advantages and disadvantages of the proposed method

## **Assessment tasks**

- Weekly reviews
- Critique your preferred method
- Qualitative research design

## **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**

- Explain the role of research philosophy in selecting suitable research methods for a particular study
- Consider the relative advantages and disadvantages of a diverse range of qualitative research methods used in management research in developing a research design
- Conduct qualitative research using a basic understanding of different coding strategies, and a range of typical qualitative methods
- Develop a research contribution based on findings from qualitative data analysis
- Develop a basic research proposal based qualitative methods that links the suitability of the proposed method to the nature of the research question, as well as the relative advantages and disadvantages of the proposed method

## **Assessment tasks**

- Weekly reviews
- Critique your preferred method
- Qualitative research design

## **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**

- Consider the relative advantages and disadvantages of a diverse range of qualitative research methods used in management research in developing a research design
- Conduct qualitative research using a basic understanding of different coding strategies, and a range of typical qualitative methods
- Develop a research contribution based on findings from qualitative data analysis
- Develop a basic research proposal based qualitative methods that links the suitability of the proposed method to the nature of the research question, as well as the relative advantages and disadvantages of the proposed method



## **Assessment tasks**

- Weekly reviews
- Critique your preferred method
- Qualitative research design

## **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 outcomes**

- Develop a research contribution based on findings from qualitative data analysis
- Develop a basic research proposal based qualitative methods that links the suitability of the proposed method to the nature of the research question, as well as the relative advantages and disadvantages of the proposed method

## **Assessment tasks**

- Weekly reviews
- Critique your preferred method
- Qualitative research design

## **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**

- Address any ethics issues that may arise as part of a research design that involves qualitative methods
- Develop a basic research proposal based qualitative methods that links the suitability of the proposed method to the nature of the research question, as well as the relative advantages and disadvantages of the proposed method

## **Assessment tasks**

- Weekly reviews
- Qualitative research design