



# MQBS7035

## Advanced Quantitative Research Approaches in Business and Economics

Session 2, Weekday attendance, North Ryde 2020

*Macquarie Business School Faculty level units*

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#### **Disclaimer**

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#### **Notice**

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

## General Information

Unit convenor and teaching staff

Unit convenor and lecturer

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Contact via Email

146A, 3 MD

Wednesdays 11:15-12:15

Lecturer

Abas Mirzaei

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Contact via Email

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Lecturer

Meiting Lu

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Credit points

10

Prerequisites

FOBE730 or MQBS7030

Corequisites

Co-badged status

Unit description

This unit addresses comprehensive and practical considerations of research methodology, data characteristics, and processing. The topics include advanced research approaches and methods such as experimental research, structural equation modelling, and secondary data analysis. It helps students develop advanced research skills that are critical to knowledge generation in business research and problem solving.

## 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:

**ULO1:** Identify the rationale of relevant advanced quantitative approaches and justify their application in disciplinary contexts of management, accounting and marketing.

**ULO2:** Formulate advanced hypotheses and propose the corresponding advanced research design for a research project.

**ULO3:** Demonstrate capability of analysing data using advanced statistical techniques.

## General Assessment Information

For details of the assessment tasks, please see [iLearn](#).

**Extension:** No extension will be granted, except in circumstances where an application for special consideration is made and approved.

Late submissions will incur **10%** penalty for **every 24 hours** and are accepted up to **72 hours** only after which a **zero** will be applied, except in circumstances where an application for special consideration is approved.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Research paper critique</a>	20%	No	End of Week 5
<a href="#">Research Proposal</a>	25%	No	End of Week 10
<a href="#">Research Project</a>	55%	No	One week after Week 13

### Research paper critique

Assessment Type <sup>1</sup>: Essay

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **End of Week 5**

Weighting: **20%**

Students are given research papers by the UC and are required to provide a critical review of the papers (in 1000 words).

On successful completion you will be able to:

- Identify the rationale of relevant advanced quantitative approaches and justify their application in disciplinary contexts of management, accounting and marketing.

## Research Proposal

Assessment Type <sup>1</sup>: Presentation

Indicative Time on Task <sup>2</sup>: 25 hours

Due: **End of Week 10**

Weighting: **25%**

Students are required to develop a research proposal on a topic of their own choice and present a suitable research approach.

On successful completion you will be able to:

- Formulate advanced hypotheses and propose the corresponding advanced research design for a research project.

## Research Project

Assessment Type <sup>1</sup>: Quantitative analysis task

Indicative Time on Task <sup>2</sup>: 40 hours

Due: **One week after Week 13**

Weighting: **55%**

Students are given a set of raw data in a general business discipline and they are required to apply a number of advanced statistical techniques to analyse data, report and interpret the results (in 3000 words).

On successful completion you will be able to:

- Identify the rationale of relevant advanced quantitative approaches and justify their application in disciplinary contexts of management, accounting and marketing.
- Demonstrate capability of analysing data using advanced statistical techniques.

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<sup>1</sup> If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

<sup>2</sup> Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

## Delivery and Resources

This unit is structured around attendance at a 3 hour workshop per week. The class timetable can be found through [TimeTables](#) portal. All important information including weekly lectures and activities, assessment details, important announcements and staff contact details can be found

at the unit [iLearn](#). For the list and details of the weekly readings as well as suggested and further reading, please see [iLearn](#).

## Unit Schedule

Weeks	Topics
1-3	Mediation, moderation, moderated-mediation, mediated-moderation, moderated moderation, moderated moderated mediation
4-5	Covariance-based Structural Equation Modelling
6-7	Variance-based Structural Equation Modelling
8-10	Experimental designs
11-13	Secondary data analyses

## 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.*)

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](#) 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 help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

## 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](#)

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.