



# MQBS7035

## Advanced Quantitative Research Approaches in Business and Economics

Session 2, Special circumstances 2021

*Macquarie Business School Faculty level units*

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#### **Disclaimer**

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#### **Session 2 Learning and Teaching Update**

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of [units with mandatory on-campus classes/teaching activities](#).



Visit the [MQ COVID-19 information page](#) for more detail.

## General Information

Unit convenor and teaching staff

Unit Convenor and Lecturer

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146A, 3 Management Drive

By appointment

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Credit points

10

Prerequisites

FOBE730 or MQBS7030

Corequisites

Co-badged status

Unit description

Advanced quantitative research underpins rigorous and valid research findings. This unit addresses key considerations about research methodology, data characteristics, and data analysis and interpretation. Students will learn advanced research approaches and methods such as experimental research, structural equation modelling, and secondary data analysis. Students will 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 and defend quantitative data analysis techniques in relevant disciplinary contexts of management, accounting and marketing.

**ULO2:** Formulate hypotheses and propose appropriate research design and analysis techniques.

**ULO3:** Analyse data using advanced statistical techniques, and interpret results.

## General Assessment Information

*“Late assessment submissions must also be submitted through the appropriate submission link in [iLearn](#). No extensions will be granted unless an application for [Special Consideration](#) is made and approved. There will be a **deduction of 10%** of the total available marks made from the total awarded mark for each **24 hour period** or part thereof that the submission is late. Late submissions will not be accepted after solutions have been discussed and/or made available.*

*Note: Further information on submitting an Application for Special Consideration can be found at <https://students.mq.edu.au/study/my-study-program/special-consideration>*

## 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 and defend quantitative data analysis techniques in relevant 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 hypotheses and propose appropriate research design and analysis techniques.

## 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 and defend quantitative data analysis techniques in relevant disciplinary contexts of management, accounting and marketing.
- Analyse data using advanced statistical techniques, and interpret results.

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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 contents 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
4-7	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 \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). 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](#)

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

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/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](http://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](http://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.