



MQBS7030

Quantitative Research Approaches in Business and Economics

Session 1, Special circumstances 2021

Macquarie Business School Faculty level units

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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 activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face 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 Convener Haiyan Jiang haiyan.jiang@mq.edu.au
Credit points 10
Prerequisites Admission to MRes
Corequisites
Co-badged status MQBS8030
Unit description This unit provides students with an introduction to fundamental elements of research design and quantitative research approaches within the business and economics. It seeks to develop students' understanding of the contexts in which quantitative research can be undertaken and the ability to analyse, conduct, and evaluate quantitative 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:

ULO1: Review and interpret the basic rationale and application of relevant quantitative approaches and analyses in disciplinary contexts of management, accounting and marketing research.

ULO2: Formulate appropriate hypotheses and propose the most appropriate research design for a research project

ULO3: Use specific statistical techniques to analyse data and explain present results

General Assessment Information

Research paper critique

Due: Week 6

Weighting: 15%

This assignment requires students to provide a critical review of a research paper and draw an appropriate conclusion from their critical analysis. More information will be provided on iLearn in due course.

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

Research proposal

Due: Week 10

Weighting: 30%

This assignment requires students to develop a research project on a topic of their own choice using the survey method. More information will be provided on iLearn in due course.

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

Data analysis and reporting

Due: Week 13

Weighting: 55%

This assessment will provide students with raw data in a general business discipline to analyse and to write an analytical report in response to the given research questions. More information will be provided on iLearn in due course.

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

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Research paper critique</u>	15%	No	Week 6
<u>Research proposal</u>	30%	No	Week 10
<u>Data analysis and reporting</u>	55%	No	Week 13

Research paper critique

Assessment Type ¹: Essay

Indicative Time on Task ²: 23 hours

Due: **Week 6**

Weighting: **15%**

Students are given a research paper and are required to provide a 1500-2000 word critical review of the paper.

On successful completion you will be able to:

- Review and interpret the basic rationale and application of relevant quantitative approaches and analyses in disciplinary contexts of management, accounting and marketing research.

Research proposal

Assessment Type ¹: Project

Indicative Time on Task ²: 45 hours

Due: **Week 10**

Weighting: **30%**

Students are required to develop a research proposal on a topic of their own choice using the survey method (in 3000-4000 words).

On successful completion you will be able to:

- Review and interpret the basic rationale and application of relevant quantitative approaches and analyses in disciplinary contexts of management, accounting and marketing research.
- Formulate appropriate hypotheses and propose the most appropriate research design for a research project

Data analysis and reporting

Assessment Type ¹: Quantitative analysis task

Indicative Time on Task ²: 43 hours

Due: **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 statistical techniques to analyse data, report and interpret the results.

On successful completion you will be able to:

- Use specific statistical techniques to analyse data and explain present results
-

¹ 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.

² 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 one 3 hour seminar per week. The class timetable can be found on the university web site <https://timetables.mq.edu.au/>. All important information including weekly seminar lectures, assessment details, important announcements and staff contact details can be found at the unit iLearn website.

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](#) or if you are a Global MBA student contact 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) 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

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.