MQBS7030
Quantitative Research Approaches in Business and Economics
Session 1, Special circumstances 2021

Macquarie Business School Faculty level units

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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://students.mq.edu.au/important-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

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<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
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<tr>
<td>Research paper critique</td>
<td>15%</td>
<td>No</td>
<td>Week 6</td>
</tr>
<tr>
<td>Research proposal</td>
<td>30%</td>
<td>No</td>
<td>Week 10</td>
</tr>
<tr>
<td>Data analysis and reporting</td>
<td>55%</td>
<td>No</td>
<td>Week 13</td>
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**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: Project
Indicative Time on Task: 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: Quantitative analysis task
Indicative Time on Task: 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 Learning Skills Unit 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://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). 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).
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 Enquiry Service

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

Equity 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.

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.