



# MQBS7025

## Advanced Qualitative Research Approaches in Business and Economics

Session 2, Online-scheduled-weekday 2022

*Macquarie Business School Faculty level units*

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## General Information

Unit convenor and teaching staff

Jaco Lok

[jaco.lok@mq.edu.au](mailto:jaco.lok@mq.edu.au)

Credit points

10

Prerequisites

MQBS7010 and MQBS7020

Corequisites

Co-badged status

Unit description

This unit addresses comprehensive and practical considerations of qualitative research design, covering a range of qualitative research methodologies and analytical tools that are based on the main research philosophies underpinning qualitative research in business and organisation research. The topics include advanced research approaches and methods such as ethnography, discourse analysis, and critical approaches. 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:** Explain the relative advantages and disadvantages of a diverse range of qualitative research methods used in management research in developing a research design

**ULO2:** Conduct qualitative research using a sound understanding of different coding and interpretation strategies that are consistent with their respective research question, method, and research philosophy

**ULO3:** Develop a theoretical research contribution by relating findings from qualitative data analysis to a literature review

**ULO4:** Analyze textual data in ways that are consistent with different research philosophies that can underpin qualitative research

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Essay</a>	30%	Yes	Week 45
<a href="#">Weekly Reveiw</a>	40%	Yes	Weekly
<a href="#">Report</a>	30%	Yes	Week 37

### Essay

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

Indicative Time on Task <sup>2</sup>: 33.3 hours

Due: **Week 45**

Weighting: **30%**

**This is a hurdle assessment task (see [assessment policy](#) for more information on hurdle assessment tasks)**

Select any text (e.g. report; interview transcript; series of news or opinion articles on a particular topic) and write a 3,000 word research report that presents the findings of three different analyses that are each based a different research philosophy: (neo-)positivist, interpretive, and critical. Justify the coding and interpretation techniques you used for each analysis in relation to your research question, making use of the relevant literature on qualitative research methods. Support your main findings using data fragments and/or summary tables.

On successful completion you will be able to:

- Explain 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 sound understanding of different coding and interpretation strategies that are consistent with their respective research question, method, and research philosophy
- Develop a theoretical research contribution by relating findings from qualitative data analysis to a literature review
- Analyze textual data in ways that are consistent with different research philosophies that can underpin qualitative research

### Weekly Reveiw

Assessment Type <sup>1</sup>: Reflective Writing

Indicative Time on Task <sup>2</sup>: 44.4 hours

Due: **Weekly**

Weighting: **40%**

**This is a hurdle assessment task (see [assessment policy](#) for more information on hurdle assessment tasks)**

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 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 sound understanding of different coding and interpretation strategies that are consistent with their respective research question, method, and research philosophy
- Develop a theoretical research contribution by relating findings from qualitative data analysis to a literature review
- Analyze textual data in ways that are consistent with different research philosophies that can underpin qualitative research

## Report

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

Indicative Time on Task <sup>2</sup>: 33.3 hours

Due: **Week 37**

Weighting: **30%**

**This is a hurdle assessment task (see [assessment policy](#) for more information on hurdle assessment tasks)**

Select three recent (within the last 5 years) empirical research papers from three top academic journals that have used the same particular research method, and write a 3,000 word report that critically analyzes and compares the three papers in terms of:

- 1) The way they position the research question in relation to existing literature
- 2) The way they justify their research methods
- 3) The extent to which, and ways in which, their main theoretical contributions is supported by, and connected to, the findings

On successful completion you will be able to:

- Explain 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 sound understanding of different coding and interpretation strategies that are consistent with their respective research question, method, and research philosophy
  - Develop a theoretical research contribution by relating findings from qualitative data analysis to a literature review
  - Analyze textual data in ways that are consistent with different research philosophies that can underpin qualitative research
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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

The unit will be taught online. Electronic invitations for each lecture can be found under each session on Ilearn.

All learning resources are available on Ilearn

## 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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)

## Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

## 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.