



# MQBS7035

## Advanced Quantitative Research Approaches in Business and Economics

Session 2, In person-scheduled-weekday, North Ryde 2023

*Macquarie Business School Faculty level units*

### Contents

---

<u>General Information</u>	2
<u>Learning Outcomes</u>	3
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	4
<u>Unit Schedule</u>	5
<u>Policies and Procedures</u>	5

---

#### **Disclaimer**

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

## General Information

Unit convenor and teaching staff

Unit Convenor and teaching staff

Rico Piehler

[rico.piehler@mq.edu.au](mailto:rico.piehler@mq.edu.au)

Contact via Contact via email

Please make an appointment via email for an individual time slot

Teaching staff

Jun Yao

[jun.yao@mq.edu.au](mailto:jun.yao@mq.edu.au)

Contact via Contact via email

Please make an appointment via email for an individual time slot

Teaching staff

Meiting Lu

[meiting.lu@mq.edu.au](mailto:meiting.lu@mq.edu.au)

Contact via Contact via email

Please make an appointment via email for an individual time slot

Credit points

10

Prerequisites

FOBE730 or MQBS7030

Corequisites

Co-badged status

MQBS8035

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 Submission Penalty (written assessments)

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55 PM. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for [Special Consideration](#).

## Assessment Tasks

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

### Research paper critique

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

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

Due: **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 Project

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

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

Due: **Week 10**

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.

## Research Proposal

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

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

Due: **Week 13**

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.

---

<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

Please see [iLearn](#) for details.

## Unit Schedule

Please see [iLearn](#) for details.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](#). 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 \(https://students.mq.edu.au/support/study/policies\)](#). 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 \(https://policies.mq.edu.au\)](#) 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](https://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 Advocacy](#) provides independent advice on MQ policies, procedures, and processes

## 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.