



MQBS8030

Quantitative Research Approaches in Business and Economics

Session 1, Online-scheduled-weekday 2024

Macquarie Business School Faculty level units

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General Information

Unit convenor and teaching staff

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Credit points

10

Prerequisites

Permission by special approval

Corequisites

Co-badged status

MQBS7030

Unit description

This unit provides students with an introduction to fundamental elements of research design and quantitative research approaches within 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

Please note: No extension will be granted except in circumstances where an application for special consideration is made and approved. Special Consideration Policy can be found at <https://policies.mq.edu.au/document/view.php?id=136>.

Assessment Tasks

Name	Weighting	Hurdle	Due
Research paper critique	15%	No	05/04/2024
Research proposal	30%	No	10/05/2024
Data analysis and reporting	55%	No	02/06/2024

Research paper critique

Assessment Type ¹: Essay

Indicative Time on Task ²: 23 hours

Due: **05/04/2024**

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: **10/05/2024**

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: **02/06/2024**

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. The following book is a compulsory textbook required for the unit.

- [Wooldridge, J. M. \(2020\). Introductory Econometrics: A Modern Approach, 7th edition, Cengage Learning.](#)

The following book is recommended. It is available in the library. Some important chapters are

scanned and can be viewed via Leganto on iLearn.

- [Singleton, JR., R. A. and Straits, B. C. \(2018\). Approaches to Social Research, 6th edition, New York: Oxford University Press.](#)

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 or if you are a Global MBA student contact 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/.

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.

Unit information based on version 2024.01R of the [Handbook](#)