



MQBS8910

Business Research Methods I

Session 1, In person-scheduled-weekday, North Ryde 2025

Macquarie Business School Faculty level units

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General Information

Unit convenor and teaching staff

Unit convenor

Dale Tweedie

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Contact via email

E4 644

Appointment by email

Unit convenor

Alison Pullen

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Credit points

10

Prerequisites

Admission to Graduate Certificate of Research in Business, Graduate Diploma of Research in Business

Corequisites

Co-badged status

Unit description

This unit provides students with an introduction to the principles underlying business research methodology and design. It presents the foundations of qualitative research and develops the students' ability to evaluate a range of qualitative methods and to apply business research methods, tools and techniques.

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 business research in developing a research design.

ULO2: Assess the suitability of a range of qualitative research methodologies in relation to the research question and underlying research philosophy.

ULO3: Apply business research methods, tools and techniques to analyse and interpret data and effectively communicate the findings.

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 11.55pm. 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 apply for [Special Consideration](#).

Assessment Tasks

Name	Weighting	Hurdle	Due
Research methods review	50%	No	Friday Week 9 (9th May)
Research methods application	50%	No	Friday Week 13 6th June 2025

Research methods review

Assessment Type **1**: Report

Indicative Time on Task **2**: 40 hours

Due: **Friday Week 9 (9th May)**

Weighting: **50%**

Students critically review qualitative methods in business research.

Length: 3,000 words.

On successful completion you will be able to:

- Explain the relative advantages and disadvantages of a diverse range of qualitative research methods used in business research in developing a research design.
- Assess the suitability of a range of qualitative research methodologies in relation to the

research question and underlying research philosophy.

Research methods application

Assessment Type ¹: Practice-based task

Indicative Time on Task ²: 40 hours

Due: **Friday Week 13 6th June 2025**

Weighting: **50%**

Students apply business research methods, tools and techniques to analyse and interpret data and report the results. Length: 3,000 words.

On successful completion you will be able to:

- Apply business research methods, tools and techniques to analyse and interpret data and effectively communicate the findings.

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

Please see iLearn for details.

Unit Schedule

Week	Topic
1	Research fundamentals
2	Research design: Philosophies and principles
3	Implementing research principles
4	Designing qualitative research
5	Qualitative approaches - Interviews and focus groups

6	Qualitative approaches - Case studies
7	Qualitative approaches - Content analysis
RECESS	
8	Analysing qualitative research
9	Advanced modules 1 & 2
10	
11	
12	
13	

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 connect.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 the [Service Connect Portal](#), 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 2025.03 of the [Handbook](#)