



# FOBE730

## Quantitative Research Approaches in Business and Economics 1

S1 Evening 2018

*Business and Economics Faculty level units*

### Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	4
<u>Unit Schedule</u>	6
<u>Learning and Teaching Activities</u>	7
<u>Policies and Procedures</u>	7
<u>Graduate Capabilities</u>	9
<u>Changes from Previous Offering</u>	10
<u>Research and Practice</u>	11

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## General Information

Unit convenor and teaching staff

Unit Convenor, lecturer

Associate Professor Denise Jepsen B.Psych

[denise.jepsen@mq.edu.au](mailto:denise.jepsen@mq.edu.au)

Building E4A, Room 641

1 hour before class

Lorne Cummings

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Credit points

4

Prerequisites

Admission to MRes

Corequisites

Co-badged status

Co-badged with FOBE830

Unit description

This unit provides students with an introduction to 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://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

Understand the basic rationale and application of relevant quantitative approaches and analyses in disciplinary contexts of management, accounting and marketing.

Be familiar with components of selected relevant quantitative methods in the field of interest and be capable of applying them to a future research project.

Be able to identify and assess the appropriateness and risks of different types of data,

data collection procedures and analyses.

Demonstrate the capability of arguing for or against using particular quantitative techniques to solve problems in scholarly research in a sound communication manner.

## General Assessment Information

Assessment task details will be given in the lectures and posted on iLearn.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Early quiz</a>	25%	No	Week 4
<a href="#">Survey preparation</a>	25%	No	Week 7
<a href="#">Quantitative Methods Test</a>	50%	No	Week 13

### Early quiz

Due: **Week 4**

Weighting: **25%**

Students will respond to multiple choice quiz questions on the content of the first three classes. Questions will be based on the textbook. The quiz will be closed-book. There will be no supplementary quiz.

**Submission:** This assessment will be held during class.

**Extension:** No extensions will be granted unless there is a special consideration approved by the convenor before the due date.

**Penalties:** Students who are absent or do not participate will get a “0” mark.

On successful completion you will be able to:

- Understand the basic rationale and application of relevant quantitative approaches and analyses in disciplinary contexts of management, accounting and marketing.
- Be able to identify and assess the appropriateness and risks of different types of data, data collection procedures and analyses.

### Survey preparation

Due: **Week 7**

Weighting: **25%**

Students will prepare, test and distribute an online survey.

**Submission:** The in-class activity will occur during class using Qualtrics software. Submission is

by e-distribution of the final survey during class to the lecturer.

**Extension:** No extensions will be granted unless there is a special consideration approved by the convenor before the due date.

**Penalties:** Students who are absent or do not participate will get a "0" mark.

On successful completion you will be able to:

- Understand the basic rationale and application of relevant quantitative approaches and analyses in disciplinary contexts of management, accounting and marketing.
- Be able to identify and assess the appropriateness and risks of different types of data, data collection procedures and analyses.
- Demonstrate the capability of arguing for or against using particular quantitative techniques to solve problems in scholarly research in a sound communication manner.

## Quantitative Methods Test

Due: **Week 13**

Weighting: **50%**

Students will receive a quantitative test to be submitted on paper and online in Week 13. 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 in class and on iLearn.

**Submission:** This major assignment is due in class in **Week 13**.

**Extension:** No extensions will be granted generally unless there is a special consideration approved by the convenor before the due date.

**Penalties:** Students who are absent or do not participate will get a "0" mark automatically.

On successful completion you will be able to:

- Understand the basic rationale and application of relevant quantitative approaches and analyses in disciplinary contexts of management, accounting and marketing.
- Be familiar with components of selected relevant quantitative methods in the field of interest and be capable of applying them to a future research project.
- Be able to identify and assess the appropriateness and risks of different types of data, data collection procedures and analyses.
- Demonstrate the capability of arguing for or against using particular quantitative techniques to solve problems in scholarly research in a sound communication manner.

## Delivery and Resources

### CLASS SCHEDULE

- Each student will have 3 hours face-to-face teaching per week consisting of one 1.5-2 hour lecture/seminar plus one 1-1.5 hour tutorial of class activities aided by computer, discussions and other relevant techniques.
- Please bring a laptop, a calculator and lecture notes to all classes.
- For latest information about timetables for classes, please refer to the University web site at: <http://www.timetables.mq.edu.au/>

## TEXTBOOKS AND READINGS

The textbook required for this class is:

- Field, Andy. *Discovering Statistics using IBM SPSS Statistics*, SAGE Publications Ltd, 4th Edition

The following books are **recommended**:

- Glyn Burton, George Carroll and Stuart Wall (2001) *Quantitative Methods for Business and Economics*(2nd Edition), Financial Times/Prentice Hall. ISBN: 0273655701

Or

- Frank Dewhurst (2006) *Quantitative Methods for Business and Management* (2nd Edition), McGraw-Hill Higher Education. ISBN-10: 0077109023

### Other Useful Books:

- Sanjiv Jaggia and Alison Kelly (2013) *Business Statistics: Communicating with Numbers*. McGraw-Hill Higher Education. ISBN13: 9780073373669
- Robert B Burns and Richard A Burns (2008) *Business Research Methods and Statistics Using SPSS*, SAGE Publications, Inc. ISBN-10: 1412945305
- Peter Allen, Kellie Bennett, and Brody Heritage (2014) *SPSS Statistics Version 22: A Practical Guide* (3rd Edition), Cengage. ISBN-10: 0170348970, ISBN-13: 9780170348973

## TECHNOLOGY USED AND REQUIRED

**Software and technology required:** (1) A personal computer with word processing software and Microsoft PowerPoint; (2) Access to iLearn for course materials; (3) Access to the SPSS software for data analysis (4) Access to Qualtrics software for data analysis.

For Qualtrics access, login at: [mqedu.qualtrics.com](http://mqedu.qualtrics.com)

As an FBE HDR candidate, you will be enrolled in the “FBE-HDR Transition to Research” online unit (iLearn). Login at <http://ilearn.mq.edu.au/>

If you cannot view this unit in your Online Units, please contact Unit Convenor (Email: [denise.jepsen@mq.edu.au](mailto:denise.jepsen@mq.edu.au)). The site will be used to post lecture slides, handouts, and assignment instructions *after* each class, for those who miss their distribution in class.

Lecture notes will be posted on iLearn at <https://ilearn.mq.edu.au>. The Echo360 recording (video or audio) of lectures/seminars is NOT applied to this unit.

### WHAT IS REQUIRED TO COMPLETE THE UNIT SATISFACTORILY:

This unit is delivered in the seminar pattern. Students are expected to be active and engaged individual learners as well as cooperative team players to complete all tasks as instructed, inclusive of before-class reading, after-class review, desktop work, presentation, and to participate actively in class discussion. To get these above tasks accomplished, a certain level of independent and critical thinking will be inherently needed.

## Unit Schedule

Proposed weekly topics. Note, specific weekly content is subject to change. Not all parts of all chapters will be completed each week.

Week	Date	Topic	Text	Assessment
1	27 Feb	Survey design Part 1 Stats: Why?	Ch 1	
2	6 March	Survey design Part 2 Stats: What do I need to know?	Ch 2	
3	13 March	Survey design Part 3 Stats bias	Ch 3	
4	20 March	Survey design Part 4 Stats graphs	Ch 4	Ass #1 due 25%: in-class quiz
5	27 March	Survey design Part 5 Stats in SPSS	Ch 5	
6	3 April	Survey design Part 6 Stats: Non-parametric models, catchup	Ch 6	
7	10 April	Stats: Correlations	Ch 7	Ass #2 due 25%: Survey design activity
Mid semester break: No class 17 <sup>th</sup> or 24 <sup>th</sup> April				

8	1 May	Regressions Part 1 Strategic research design reading 1	Ch 8	
9	8 May	Regressions Part 2 Strategic research design reading 2		
10	15 May	Mean differences Part 1 Strategic research design reading 3	Chs 9-14, 16	
11	22 May	Mean differences Part 2 Strategic research design reading 4		
12	29 May	Factor analyses Strategic research design reading 5	Ch 17	
13	5 June	Tests of representativeness, multilevel models, review.	Chs 18, 20	Ass #3 due 50%: Methods test

## Learning and Teaching Activities

### Lectures and Seminars

Associate Professor Denise Jepsen will conduct three hour combined lecture, seminar and workshop sessions. Students will variously work in groups or individually, depending on the tasks. Students will be expected to do additional work - reading, analyses, preparation - before or after classes in order to make best use of class time.

### Class Discussion

In-class discussion highlights abstract concepts and helps to apply different techniques and enriches class learning experience.

### Before-class Preview & Post-class Review

Students are expected to complete all pre-class preparation in advance of that particular class and all the post-class review tasks following class activities. Material that does not come from online unit will be provided by the lecturer/unit coordinator. It is advisable that students make notes summarising the pre-class readings. These notes do not need to be submitted for assessment; however they will allow discussion of the questions and material in class. It is expected that students will attend and participate in all classes. If attendance is below 80%, the student will be given an unsatisfactory result.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](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.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/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](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://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/study/getting-started/student-conduct>

## Results

Results shown in *iLearn*, 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).

## 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](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and 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.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## 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.

## Graduate Capabilities

### PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

#### Learning outcomes

- Understand the basic rationale and application of relevant quantitative approaches and analyses in disciplinary contexts of management, accounting and marketing.
- Be familiar with components of selected relevant quantitative methods in the field of interest and be capable of applying them to a future research project.
- Be able to identify and assess the appropriateness and risks of different types of data, data collection procedures and analyses.
- Demonstrate the capability of arguing for or against using particular quantitative techniques to solve problems in scholarly research in a sound communication manner.

#### Assessment tasks

- Early quiz
- Survey preparation
- Quantitative Methods Test

### PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

## **Learning outcomes**

- Understand the basic rationale and application of relevant quantitative approaches and analyses in disciplinary contexts of management, accounting and marketing.
- Be familiar with components of selected relevant quantitative methods in the field of interest and be capable of applying them to a future research project.
- Be able to identify and assess the appropriateness and risks of different types of data, data collection procedures and analyses.
- Demonstrate the capability of arguing for or against using particular quantitative techniques to solve problems in scholarly research in a sound communication manner.

## **Assessment tasks**

- Early quiz
- Survey preparation
- Quantitative Methods Test

## **PG - Research and Problem Solving Capability**

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

## **Learning outcomes**

- Be familiar with components of selected relevant quantitative methods in the field of interest and be capable of applying them to a future research project.
- Be able to identify and assess the appropriateness and risks of different types of data, data collection procedures and analyses.

## **Assessment tasks**

- Early quiz
- Survey preparation
- Quantitative Methods Test

## **Changes from Previous Offering**

The unit has been updated, including the following changes:

- Survey design and construction has been expanded from three to six weeks.
- Readings on strategic research design are now incorporated into the unit.

- The assessments have been revised to reflect the updated content.
- The group assessment has been removed.
- The assessment weightings have been adjusted.

## Research and Practice

- The unit is designed to equip students to embark on their individual higher degree research projects.
- Because the unit focuses on developing students' academic literacy skills, a number of reading, writing and analytical tasks are set. Responses to some of these tasks are discussed in class, whereas others will be submitted for assessment. The tasks will contribute directly to the Research Protocol submission and/or PhD thesis.
- The unit is delivered in accordance with current academic teaching and learning pedagogies.

As a guide to direct students' future research outcomes, the following academic journals with high academic credit will assist students to link what is learned from this unit with a specific disciplinary background that fits one's research interest.

### Examples of discipline-based journals\*:

#### **Accounting and Corporate Governance**

Journal of Accounting Research

Contemporary Accounting Research

Accounting Research Journal

Accounting and Finance

Managerial Accounting Journal

Journal of Accounting and Economics

**IB, Marketing**

Journal of International Business Studies

Journal of Marketing Research

Journal of the Academy of Marketing Science

Asia Pacific Journal of Marketing and Logistics

**Management**

Academy of Management Journal

Human Resource Management

International Journal of Human Resource Management

Journal of Applied Psychology

Journal of Management Studies

Journal of Organizational Behavior

Organisation Studies

The Leadership Quarterly

\*The selected journal lists are provided to assist students searching for discipline-based quantitative research. More comprehensive journals lists are available on the course website.

In addition, a list of other useful references may be available from the [Research at Faculty of Business and Economics](http://www.businessandconomics.mq.edu.au/research) webpage (www.businessandconomics.mq.edu.au/research) from diversified research interests.