This course aims to introduce research students to a scientific approach to the study of management, marketing and international business issues. The focus is on equipping students with the fundamental knowledge and skills for undertaking both quantitative and qualitative research and to critically evaluate research conducted by others. The course is divided into four interrelated segments: problem formulation/conceptualisation, implementation, analysis, and publication and communication of research findings. Due emphasis will be given to the use of computers in data analysis. At the end of the course, students can expect to have acquired an appreciation of the research process both as a craft and as methodology.

**Requisites**

You are not able to enrol in this course if you have completed BUSN8013
Upon successful completion of the requirements for this course, students will be able to:

1. identify research problems in management;
2. review management literature;
3. formulate research questions or hypotheses based on relevant management theories and research evidence;
4. select and implement appropriate research designs,
5. collect data;
6. conduct data analysis with computer software such as SPSS;
7. interpret data; and,
8. write research reports.

**SCHEDULE**

**Workload**

Students taking this course are expected to commit at least 12 hours a week to completing the work. This will include: Lectures: 6 hours and private study: 6 hours.

**Teaching Model and Lecturers**

This course will use a team teaching model where the course coordinator and lecturers are jointly responsible for the course content and presentations. The lecturers of this course consist of a group of respected scholars in Research School of Management, including:

- Prashant Bordia (Professor of Management)
- George Chen (Professor of Management)
- Lin Cui (A/Professor of International Business)
- Karen Jansen (A/Professor of Management)
- Shirley Gregor (Professor of IS Management)
- Giles Hirst (Professor of Leadership)
- Simon Restubog (Professor of Management)
- Ofer Zwikael (A/Professor of Management)

(For the detailed information about the background and publications of each lecturer, please visit the following website: http://cbe.anu.edu.au/college/people/)

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Lecturer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>15 Feb (Mon)</td>
<td>Introduction of Research Methods: Research Process and Basic Concepts</td>
<td>George Chen</td>
</tr>
<tr>
<td>1</td>
<td>19 Feb (Fri)</td>
<td>Research Problem, Question, Theory and Hypothesis</td>
<td>Karen Jansen</td>
</tr>
<tr>
<td>2</td>
<td>22 Feb</td>
<td>Measurement and Scale Development</td>
<td>Simon Restubog</td>
</tr>
<tr>
<td>2</td>
<td>26 Feb</td>
<td>Literature Review</td>
<td>Shirley Gregor</td>
</tr>
<tr>
<td>3</td>
<td>29 Feb</td>
<td>Survey Research</td>
<td>Giles Hirst</td>
</tr>
<tr>
<td>3</td>
<td>4 March</td>
<td>Experimental study</td>
<td>Prashant Bordia</td>
</tr>
<tr>
<td>4</td>
<td>7 March</td>
<td>Managing Research Project</td>
<td>Ofer Zwikael</td>
</tr>
<tr>
<td>4</td>
<td>11 March</td>
<td>Archival Research and Triangulation</td>
<td>Karen Jansen</td>
</tr>
</tbody>
</table>
### Notes: Lecture/seminar (Twice per week):
- Monday: 9:30am-12:30pm, Venue: Arndt TR1
- Friday, 9:30am-12:30pm, Venue, Arndt Lecture Theatre 1

### MATERIALS

#### Reference Books


**Other readings** related to a specific topic will be assigned by each lecturer who is responsible for teaching his/her topic.

### ASSESSMENT OVERVIEW

#### Summary

<table>
<thead>
<tr>
<th>Type</th>
<th>Weight</th>
<th>Learning Outcome</th>
<th>Notes</th>
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</table>


<table>
<thead>
<tr>
<th>Type</th>
<th>Weight</th>
<th>Learning Outcome</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Proposal &amp; Oral \nPresentation</td>
<td>45%</td>
<td>1-5 &amp; 8</td>
<td>Due date: 9:00am, 18 April, 2016, soft and hard copy to course coordinator</td>
</tr>
<tr>
<td>Data analysis assignment</td>
<td>30%</td>
<td>6 &amp; 7</td>
<td>Due date: 9:00am, 1 April, 2016, (Please submit the softcopy of your assignment via email to <a href="mailto:lin.cui@anu.edu.au">lin.cui@anu.edu.au</a>)</td>
</tr>
<tr>
<td>Participation</td>
<td>10%</td>
<td>1-4</td>
<td>The performance of participation will be assessed based on the student's attendance, participation in class discussions, and preparation for each class.</td>
</tr>
</tbody>
</table>

### Grading Scale

According to the ANU policy on assessment (https://policies.anu.edu.au/ppl/document/ANUP_004603), the standards that apply to High Distinction, Distinction, Credit and Pass in all coursework courses are as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>HD</td>
<td>80-100%</td>
<td>Work of exceptional quality, as demonstrated in the attainment of learning outcomes at or above the relevant qualification level</td>
</tr>
<tr>
<td>D</td>
<td>70-79%</td>
<td>Work of superior quality, as demonstrated in the attainment of learning outcomes at or above the relevant qualification level</td>
</tr>
<tr>
<td>C</td>
<td>60-69%</td>
<td>Work of good quality, as demonstrated in the attainment of learning outcomes at or above the relevant qualification level</td>
</tr>
<tr>
<td>P</td>
<td>50-59%</td>
<td>Work of satisfactory quality, as demonstrated in the attainment of learning outcomes at or above the relevant qualification level</td>
</tr>
<tr>
<td>N</td>
<td>0-49%</td>
<td>Work in which the attainment of learning outcomes at or above the relevant qualification level has not been demonstrated</td>
</tr>
</tbody>
</table>

### ASSESSMENT ITEMS

**Research Proposal (≤ 3,500 words)**

The aim of the research proposal is for the student to demonstrate competence in aspects of quantitative management research methods. The topic of the proposal is to be discussed by the student with the course coordinator or lecturers, in consultation with the supervisor. This small proposal (with 2-3 hypotheses) can be related to the student's thesis if possible.
Due date for submitting the proposal (both softcopy and hardcopy): 9:00am, 18 April, 2016

(Please submit the softcopy of your proposal via email to George.chen@anu.edu.au (cdn-cgi/l/email-protection#a1e6c4ced3c6c48fc2c9c4efe1c0cfd48fc4c5d48fc0d4), and hard copy to the course coordinator in the class)

The research proposal should include the following components:

1. Introduction
2. Theoretical Framework and Hypotheses
3. Research Design
4. Data Analysis Approach
5. Reference List

Criteria for assessing the Introduction
- Description of the background of the study
- Clear statement of the research problem and research questions
- Justification of the significance of the research
- Identification of the research gap based on literature review
- Statement of the potential contribution of the study

Criteria for assessing the theoretical framework and hypotheses (or research questions)
- Clear statement of theoretical framework and hypotheses or specification of research questions
- Use of appropriate theories or make logical arguments in formulating hypotheses

Criteria for assessing research design
- Suitability: Is the research design appropriate to get the answers to the research questions or test the hypotheses? Appropriate variance control?
- Validity: Internal validity, construct validity, and external validity?

Criteria for assessing data analysis approach
- Suitability: Is the data analysis approach selected appropriate?
- Procedure of data analysis: Clearly stated?

Criteria for assessing the reference list
- APA style or AMJ style
- Accuracy and consistency in referencing style

Data Analysis Assignment

The purpose of the data analysis assignment is for the students to demonstrate competence in applying appropriate tools and techniques for analysing data. Data analysis assignment will be assigned by the lecturers who are responsible for teaching data analysis.

Due date for submitting the assignment: 9:00am, 1 April, 2016
Participation

The performance of participation will be assessed based on the student's attendance, participation in class discussions, and preparation for each class.

Requirements for Written Assignments

1. APA style should be followed in using references. More information is available at: https://academicskills.anu.edu.au/resources/handouts/writing-references-listor-bibliography

2. Formatting requirements:
   - You must correctly reference all information that you have used in preparing your submission.
   - Presentation: use font size 12 (Times New Roman), 2 line spacing, and number the pages.

Requirements for Submitting Assignments

- You should submit both hard and electronic copies.
  - Online Submission: Assignments are to be MS Word processed (Please Don't use PDF file) within a single file.
  - Hard Copy Submission: Research proposal must be submitted to the course convener in class.
- All assignments must have a cover sheet with all of the appropriate details completed. All students are required to keep a copy of assignments.

COURSE EXPECTATIONS

Announcements

Students are expected to check the Wattle site for announcements about this course, e.g. changes to timetables or notifications of cancellations. Notifications of emergency cancellations of lectures or tutorials will be posted on the door of the relevant room.

Tutorial and/or Seminar registration

Tutorial and/or Seminar registration is done through the course Wattle page. Detailed information about sign-up times will be provided on Wattle or during the first lecture by the course convener.

When tutorials/seminars are available for enrolment:

1. Log-on to Wattle, and go to the course site.
2. Click on "Tutorial sign-up here" link
3. On the right of the screen, click "Become Member of ..." for the tutorial/seminar class you wish to enrol in.
4. Confirm your choice.

If you need to change your enrolment, click on the tab "Leave group..." and then re-enrol in another group.

You will not be able to enrol in groups that have reached their maximum number.

Please note that your enrolment in ISIS must be finalised for you to have Wattle access.

Extensions and penalties


You may be granted extensions for assessment pieces that are not examinations or take-home examinations by applying for special consideration.

Late submission of assessment tasks without an extension are penalised at the rate of **5% of the possible marks available per working day** or part thereof. Late submission of assessment tasks is not accepted 10 working days after the due date, or on or after the date specified in the course outline for the return of the assessment item.

If a course convener determines that late submission of assessment tasks is not accepted for a coursework course, this information is included in the course outline.

Special consideration for assessments

Students who are unable to submit their assessment by the due date may be eligible for an extension if supported by an Application for Special Consideration.

Information on special assessment consideration can be found at: http://www.anu.edu.au/students/program-administration/assessments-exams/special-assessment-consideration (http://www.anu.edu.au/students/program-administration/assessments-exams/special-assessment-consideration)

Special Consideration applications must be completed before the due date of the affected assessment. In exceptional circumstances applications for an extension may be accepted up to three working days after the due date of the affected assessment.

The application must include all supporting documentation and include a copy of as much of the assignment as has been completed by the due time and date.

Special consideration applications must be submitted online at special.consideration@anu.edu.au (cdn-cgi/l/email-protection#a3d0d3c6c0cac2cf8d0cccd0cac7c6d12cd7caacce3c2cdd68dc6c7d68dc2d6). You will be notified by your lecturer if an extension has been approved.

Identify your Assignment with your Student Number only

When submitting your assignment please ensure that it contains your student number in the file name and on the first page. Please do not put your name anywhere in your assignment.

Resubmission of assignments

You are allowed to resubmit your assignments before the specific deadlines. Any submission done after the deadline will be considered as a late submission and the above listed penalty conditions will apply.
Returning assignments

All assignments will be marked and where appropriate feedback will be provided either:

- in class, or
- in person by appointment with the course lecturer, or
- via the course Wattle site.

Referencing requirements

See any specific requirements under Assessment Items.

The Harvard or Oxford referencing styles are to be used. Links to documentation on proper referencing methods are available on the course website or from the Academic Skills website: https://academicskills.anu.edu.au/resources/handouts/referencing-basics

Deferred examinations

A deferred examination is the sitting of an examination at a time other than the scheduled time/date.

Wherever possible a student should sit their examination at the prescribed time, and if necessary apply for special assessment consideration (http://www.anu.edu.au/students/program-administration/assessments-exams/special-assessment-consideration) for the marking of the examination. To apply for a deferred examination:

- Complete the form at http://www.anu.edu.au/students/program-administration/assessments-exams/deferred-examinations
- Scan and attach all supporting documentation
- Email to examinations.officer@anu.edu.au
- Submit completed application no later than three working days after the scheduled examination.

Decisions on applications relating to final examinations are made by the Examinations Office.

After receiving notification that a deferred examination has been granted, it is the responsibility of the student to confirm the date/time/location for that examination with the relevant ANU College or School.

Finalisation of Marks and Grades

Your final mark for the course will be based on the raw marks allocated for each of your assessment items. However, your final mark may not be the same number as produce by that formula, as marks may be scaled. Any scaling applied will preserve the rank order of raw marks (i.e. if your raw mark exceeds that of another student, then your scaled mark will exceed the scaled mark of that student), and may be either up or down.

Use of Assignments as exemplars and grade moderation

An important resource for enhancing educational quality is a stock of student work which can be de-identified and used as exemplars for future students in ANU courses, and for grade moderation exercises for teaching staff. If you do not wish your assignment to be used for such purposes please include a note to that effect on the front page of the assignment.
ANU POLICIES

ANU has educational policies, procedures and guidelines, which are designed to ensure that staff and students are aware of the University's academic standards, and implement them. You can find the University's education policies and an explanatory glossary at: http://policies.anu.edu.au/ (http://policies.anu.edu.au/)

Key policies include:

- Code of Practice for Student Academic Integrity
- Student Assessment (Coursework) Policy and Procedure
- Undergraduate Award Rules
- Graduate Award Rules
- Student Surveys and Evaluations Policy

Academic Integrity

Students are expected to have read the ANU's Code of Practice for Student Academic Integrity before the commencement of their course. (https://policies.anu.edu.au/ppl/document/ANUP_000392 (https://policies.anu.edu.au/ppl/document/ANUP_000392))

The following is an extract from the Code of Practice for Student Academic Integrity:

Any work by a student of the Australian National University must be work:

- that is original
- that is produced for the purposes of a particular assessment task
- that gives appropriate acknowledgement of the ideas, scholarship and intellectual property of others insofar as these have been used.

It is the responsibility of each individual student to ensure that:

- they are familiar with the expectations for academic integrity both in general, and in the specific context of particular disciplines or courses
- work submitted for assessment is genuine and original
- appropriate acknowledgement and citation is given to the work of others
- they declare their understanding of and compliance with the principles of academic integrity on appropriate pro formas and cover sheets as required by the academic area, or by a statement prefacing or attached to a thesis
- they do not knowingly assist other students in academically dishonest practice.

All breaches, careless or deliberate, are addressed. Careless breaches are addressed through academic penalties, such as deduction of marks and resubmission. Deliberate breaches are subject to action under the Discipline Rules of the ANU (http://about.anu.edu.au/__documents/rules/disciplinerules.pdf (http://about.anu.edu.au/__documents/rules/disciplinerules.pdf)).

Penalties for a deliberate breach may include failing the piece of work involved, failing the course, or having candidature terminated.

Further information can be found at http://academichonesty.anu.edu.au/ (http://academichonesty.anu.edu.au/)

Assessment Requirements

Where possible, assessment items are submitted online through Turnitin. The ANU is using Turnitin to enhance student citation and referencing techniques, and to assess assignment submissions as a component of the University's approach to managing Academic Integrity.

For additional information regarding Turnitin please visit the ANU Online website (http://online.anu.edu.au/help_support/turnitin (http://online.anu.edu.au/help_support/turnitin)).
Student Feedback

ANU is committed to the demonstration of educational excellence and regularly seeks feedback from students. One of the key formal ways students have to provide feedback is through Student Experience of Learning Support (SELS) surveys. The feedback given in these surveys is anonymous and provides the Colleges, University Education Committee and Academic Board with opportunities to recognise excellent teaching, and opportunities for improvement.


Student Support Services

Students experiencing academic or personal problems are welcome to discuss these with any member of the Faculty or to utilise the ANU’s student support services links to which can be found at http://students.anu.edu.au/ (http://students.anu.edu.au/), including:

- the Counselling Centre at http://counselling.anu.edu.au/ (http://counselling.anu.edu.au/)

Library

- Information about the library can be found at http://anulib.anu.edu.au/ (http://anulib.anu.edu.au/)
- For free training in information skills and computer skills see http://anulib.anu.edu.au/research-learn (http://anulib.anu.edu.au/research-learn/)