# BUSN8013

## Seminar in Research Method in Commerce

This course introduces students to the planning, design and conduct of research in business-related disciplines. Students gain an understanding of how scientific research is undertaken and are introduced to different research approaches. By the end of the course, students should be able to critically evaluate research (their own and that of others) regardless of the research approach. The overall aim is enable students to develop the skills needed to design and undertake research that is ethical, meaningful, rigorous and relevant.

### Course URL


### Mode of Delivery

On campus

### Prerequisites

Knowledge of basic statistical methods in business research. Students are expected to have a strong interest in research.

### Incompatible courses

Incompatible with BUSN4013 Seminar in Research Methods in Commerce

### Co-taught Courses

BUSN4013 Seminar in Research Methods in Commerce

Graduate students and undergraduate honours students attend joint classes and are assessed jointly.

### Course Convenor

Professor Greg Shailer

### Phone

+61 2 6125 4333

### Email

Greg.shailer@anu.edu

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<table>
<thead>
<tr>
<th><strong>Mail</strong></th>
<th><strong>Research School of Accounting</strong></th>
</tr>
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<tbody>
<tr>
<td><strong>ANU College of Business and Economics</strong></td>
<td><strong>Building 26C</strong></td>
</tr>
<tr>
<td></td>
<td>Australian National University</td>
</tr>
<tr>
<td></td>
<td>Canberra ACT 2601</td>
</tr>
<tr>
<td><strong>Student Office</strong></td>
<td><strong>Building 21</strong></td>
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<tr>
<td></td>
<td>Australian National University</td>
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<tr>
<td></td>
<td>Canberra ACT 2601</td>
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<td><strong>Within Australia</strong></td>
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<tr>
<td><strong>Australia International</strong></td>
<td><strong>02 6125 0025</strong></td>
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<td><strong>Within</strong></td>
<td><strong>1300 732 120 (local call cost only)</strong></td>
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<tr>
<td></td>
<td><strong>02 6125 0744</strong></td>
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<tr>
<td><strong>Fax</strong></td>
<td><strong>Within Australia</strong></td>
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<td><strong>International</strong></td>
<td><strong>02 6125 4310</strong></td>
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<td><strong>02 6125 0744</strong></td>
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<td><strong>Email</strong></td>
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<td></td>
<td><strong><a href="mailto:enquiries.rsa@anu.edu.au">enquiries.rsa@anu.edu.au</a></strong></td>
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<tr>
<td><strong>Office</strong></td>
<td>CBE 26C Building, Room 3.26</td>
</tr>
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</tr>
<tr>
<td><strong>Office hours for</strong></td>
<td>To be advised on the Wattle course site</td>
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<tr>
<td><strong>student consultation</strong></td>
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<tr>
<td><strong>Student</strong></td>
<td>Room 2037 Hanna Neumann Building 21 <a href="mailto:enquiries.rsa@anu.edu.au">enquiries.rsa@anu.edu.au</a> +61 2 6125 0025 or 6125 7968 Office Hours: Monday-Friday 9-5 pm</td>
</tr>
<tr>
<td><strong>Administration</strong></td>
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**SEMESTER 1**

**2017**
COURSE OVERVIEW

Learning Outcomes

On successful completion of the course students will be able to:

1. Describe the research process.
2. Explain the nature of theory, theory building and theory testing in research.
3. Critically discuss different research approaches.
4. Engage in meaningful research that adheres to accepted academic practices and ethical standards.
5. Analyse a research topic and formulate research questions for a research project that is both sufficient and feasible for a Masters or PhD program.
6. Design a research project that uses appropriate methods to address specific research questions, while taking account of issues of validity, reliability and measurement.
7. Effectively present the results of a research project in a research article or thesis.
8. Develop and present an original research proposal that addresses a selected research topic.

Assessment Summary

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Value (%)</th>
<th>Due Date</th>
<th>Date for Return of Assessment</th>
<th>Linked Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Participation (Scheduled classes and School Research Seminars)</td>
<td>10</td>
<td>Continuous</td>
<td>Before exam period</td>
<td>2-6,8</td>
</tr>
<tr>
<td>2. Research Seminar Paper Critiques (minimum of 3)</td>
<td>15</td>
<td>Various (Mondays)</td>
<td>2 weeks after submission date</td>
<td>3,4</td>
</tr>
<tr>
<td>3. Class Assignment 1 Identifying important topics for research and developing research questions</td>
<td>5</td>
<td>Week 4 Monday 5:00pm</td>
<td>Monday Week 6</td>
<td>1-4</td>
</tr>
<tr>
<td>4. Class Assignment 2 Identifying and evaluating the appropriate available data for a proposed project</td>
<td>5</td>
<td>Week 6 Monday 5:00pm</td>
<td>Monday Week 8</td>
<td>4-6,8</td>
</tr>
<tr>
<td>5. Preliminary Research Proposal</td>
<td>15</td>
<td>Week 8 Monday 5:00pm</td>
<td>Friday Week 11</td>
<td>1-6,8</td>
</tr>
<tr>
<td>6. Class Assignment 3 Identifying and addressing expected measurement issues for a proposed project</td>
<td>10</td>
<td>Week 10 Monday 5:00pm</td>
<td>2 weeks after submission date</td>
<td>6,8</td>
</tr>
<tr>
<td>7. Final Research Proposal</td>
<td>40</td>
<td>Friday 9 June 12:00 noon</td>
<td>-</td>
<td>1-6,8</td>
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</table>

Research-Led Teaching

This course is concerned exclusively with research, as detailed in the course description and learning outcomes.
Feedback

Staff Feedback

Students will be given feedback in the following forms in this course:

- Written individual comments in relation to submitted assignments will be provided on Wattle.
- Verbal generalised comments on assignments may be provided in class.

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.

For more information on student surveys at ANU and reports on the feedback provided on ANU courses, go to:

http://unistats.anu.edu.au/surveys/selt/students/ and
http://unistats.anu.edu.au/surveys/selt/results/learning/

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/

Students are expected to have read the Academic Misconduct Rule before the commencement of their course.

Other key policies include:

- Student Assessment (Coursework) Policy
- Student Assessment (Coursework) Procedure
- Student Surveys and Evaluations
- Copyright (http://copyright.anu.edu.au/)

Examination material or equipment

Any written or printed materials, other than ANU Library books, and non-programmable calculators may be brought into the exam room. Electronic dictionaries and other electronic devices are not permitted.
# READING LISTS

## Recommended reading:


## Other readings:

Supplementary notes and further readings will be provided on Wattle.

# COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Weeks</th>
<th>Summary of Activities</th>
<th>Assessment</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>The research process and types of research. Identifying research topics.</td>
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<tr>
<td>2</td>
<td>Research design: Developing research questions. The nature of theory and its place in research <em>Student presentations for Class Assignment 1 Part A: Identifying important issues for research</em> (Private study - Research paradigms)</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Research design: Understanding the research literature, research issue identification and developing research questions <em>Student presentations for Class Assignment 1 Part B: Contextualising a research question and identifying contributions.</em></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Research design: Reviewing the literature, refining research questions and developing hypotheses.</td>
<td><em>Class Assignment 1</em></td>
</tr>
<tr>
<td>5</td>
<td>Research design: Testing hypotheses – developing models.</td>
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<tr>
<td>6</td>
<td>Archival research <em>Student presentations for Class Assignment 2: Identifying and evaluating the appropriate available data.</em></td>
<td><em>Class Assignment 2</em></td>
</tr>
<tr>
<td>7</td>
<td>Issues in modelling and analysis 1. <em>Student presentations for Class Assignment 3: Expected measurement issues for a proposed project</em></td>
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</tr>
<tr>
<td>8</td>
<td>Issues in modelling and analysis 2.</td>
<td><em>Preliminary Research Proposal</em></td>
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<tr>
<td>9</td>
<td>Surveys (interviews and questionnaires).</td>
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<tr>
<td>10</td>
<td>Experiments and behavioural research.</td>
<td><em>Class Assignment 3</em></td>
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<tr>
<td>11</td>
<td>Completing a research project and communicating results</td>
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</tr>
<tr>
<td>12</td>
<td><em>Student presentations of research proposals.</em></td>
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ASSESSMENT REQUIREMENTS

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.

Students may choose not to submit assessment items through Turnitin. In this instance you will be required to submit, alongside the assessment item itself, copies of all references included in the assessment item.

Assessment Tasks

Assessment Task 1: Participation in scheduled classes and School Research Seminars [10%]

Instructions for class activities are provided on Wattle. You are expected to adequately prepare all activities prior to the relevant class and participate in class discussion every week. Your participation marks will take account of three forms of participation:

- Your preparedness in speaking to the class each week in relation to scheduled class topic, including being able to explain a relevant aspect of your proposed research topic.
- Your engagement in discussion of other students’ proposals and issues, and discussing general research issues.
- Your participation in (not mere attendance at) the Research School of Accounting Research Seminars. The Research School of Accounting holds a seminar series on most Fridays during teaching weeks. Your university email address will be used by the School’s Seminar Convenor to send notices of seminars and copies of papers. These seminars are part of the research learning process for this course. You are expected to attend all scheduled seminars and ask questions. (Students from other schools can substitute their school research seminar and advice will be sought from that School’s Seminar Convenor as to participation.)

Assessment Task 2: Research Seminar Paper Critiques [15%]

You are required to submit a minimum of three critiques of research papers presented in the Research School of Accounting Research Seminar Program. Each critique is approximately 2 x A4 pages using the prescribed format provided on Wattle. At least one of your critiques must be submitted for a seminar presented in Weeks 2-6.

Each critique is due on Monday in the week following the presentation of the paper you choose. Late critiques cannot be accepted. There may be unforeseen circumstances that prevent you from critiquing particular papers listed in the seminar program (e.g., last minute cancellations by presenters) and not all papers are necessarily suitable for this critiquing assignment (you will be advised when this is the case); therefore, you should not wait until the later weeks of the seminar series to complete this assessment component.

The objective of the critique is to review the work with respect to both: (a) research method; and (b) its contribution to the literature. You will be graded based on your critical analysis and you will not be rewarded for summarising the seminar paper or for discussing your personal opinions of a topic or literary style. In addition to asking your own questions in seminars, you should take careful note of other people’s comments and questions, as these may help inform your critique.

Other CBE seminar papers: Where a research paper that is particularly relevant to your research interests is offered in the seminar program of another School, you can seek the permission of the
Course Convenor to critique that paper instead of an RSA paper. You are not assured of receiving permission. Where permission is given, you must email a copy of the seminar paper to the Convenor.

Assessment Tasks 3, 4 and 6: Class Assignments [20%]

Details of each of the three Class Assignments (listed in the Assessment Summary) will be provided on Wattle. These assignments and your Research Seminar Paper Critiques are designed help you develop your Research Proposal.

Assessment Task 5: Preliminary Research Proposal [15%]

Your submitted Preliminary Research Proposal must not exceed 10 x A4 pages (including all equations, figures and tables but excluding references). Details of the required format are provided on Wattle.

You are strongly encouraged to select a topic in an area in which you have strong intellectual interest. The proposed research must be realistic in relation to the academic resources available to you as a research student. If you are preparing for an honours thesis, masters thesis or sub-thesis, or PhD thesis, you are expected to use this assignment to develop your thesis proposal.

You are expected to consult regularly with your thesis supervisor throughout the semester in developing your research topic and proposal.

Assessment Task 7: Final Research Proposal [40%]

Your submitted Preliminary Research Proposal must not exceed 20 x A4 pages (including all equations, figures and tables but excluding references). Details of the required format are provided on Wattle.

All students must formally present their research proposals in class in week 12. An additional class will be scheduled in Week 12 if it is needed to accommodate the number of presentations. All students are required to attend all presentations by other students. The timetabling for each presentation will be finalised in Week 10. Some academic staff and other research students usually attend these presentations. Your presentation and the in-class feedback will assist you in improving your proposal prior to submission.

You are expected to consult regularly with your thesis supervisor throughout the semester in developing your research topic and proposal

You are expected to take advantage of feedback on your earlier work in this course in finalising your proposal. However, in consultation with your supervisor, you may choose to substantially change or replace your preliminary proposal as your research develops during the semester.

Assignment submission

Online Submission: Assignments are submitted using Turnitin in the course Wattle site. You will be required to electronically sign a declaration as part of the submission of your assignment. Please keep a copy of the assignment for your records.

Extensions and penalties

Extensions and late submission of assessment pieces are covered by the Student Assessment (Coursework) Policy and Procedure.
The Course Convenor may grant extensions for assessment pieces that are not examinations or take-home examinations. If you need an extension, you must request in writing on or before the due date. If you have documented and appropriate medical evidence that demonstrates you were not able to request an extension on or before the due date, you may be able to request it after the due date.

No submission of an assessment task without an extension after the due date will be permitted. If an assessment task is not submitted by the due date, a mark of 0 will be awarded.

**Returning assignments**

Student work is submitted, held and graded electronically. Copies are not returned. Individual feedback will be provided as comments on Wattle.

**RESUBMISSION OF ASSIGNMENTS**

Assignments cannot be resubmitted.

**REFERENCING REQUIREMENTS**

For referencing in all submitted work, please use the *The Chicago Manual of Style* author-date system ([http://www.chicagomanualofstyle.org/tools_citationguide.html](http://www.chicagomanualofstyle.org/tools_citationguide.html)) or similar.

**EXAMINATIONS**

This course does not have examinations.

**Scaling**

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 produced 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.

**Privacy Notice**

The ANU has made a number of third party, online, databases available for students to use. Use of each online database is conditional on student end users first agreeing to the database licensor’s terms of service and/or privacy policy. Students should read these carefully.

In some cases student end users will be required to register an account with the database licensor and submit personal information, including their: first name; last name; ANU email address; and other information.

In cases where student end users are asked to submit ‘content’ to a database, such as an assignment or short answers, the database licensor may only use the student’s ‘content’ in accordance with the terms of service – including any (copyright) licence the student grants to the database licensor.

Any personal information or content a student submits may be stored by the licensor, potentially offshore, and will be used to process the database service in accordance with the licensors terms of service and/or privacy policy.
If any student chooses not to agree to the database licensor’s terms of service or privacy policy, the student will not be able to access and use the database. In these circumstances students should contact their lecturer to enquire about alternative arrangements that are available.

**SUPPORT FOR STUDENTS**

The University offers a number of support services for students. Information on these is available online from [http://students.anu.edu.au/studentlife/](http://students.anu.edu.au/studentlife/).