

# BUSM 7001 ADVANCED RESEARCH SKILLS

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Multi method analysis

Teaching Periods

**Credit Points** 20

**Legacy Code** 200745

**Coordinator** Terry Sloan ([https://directory.westernsydney.edu.au/search/name/Terry Sloan/](https://directory.westernsydney.edu.au/search/name/Terry%20Sloan/))

**Description** Advanced Research Skills is designed for students who are undertaking Doctoral studies. This unit aims to equip participants with sound knowledge of research methods in business, their criteria for use, their basis of selection, their underlying assumptions and limitations, and their computational implications and processes. The unit will introduce candidates to different methodologies in management research and will also provide in-depth study of particular methods that candidates are expected to use in their thesis, e.g. case studies, surveys, questionnaire design, conducting interviews and focus groups as well as qualitative and quantitative data analysis.

**School** Business

**Discipline** Business and Management, Not Elsewhere Classified.

**Student Contribution Band** HECS Band 4 20cp

**Level** Postgraduate Coursework Level 7 subject

**Pre-requisite(s)** BUSM 7075

## Restrictions

Students must be enrolled in a postgraduate program.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Choose the appropriate methodology to investigate a research problem.
2. Develop data collection instruments that yield needed information
3. Set up data collection processes that yield acceptable participation and response rates.
4. Select appropriate analytical and statistical tools.
5. Interpret data analyses.

## Subject Content

Scientific approach and method  
 Quantitative and qualitative research process  
 Reasoning with statistics  
 Survey questionnaire analysis  
 Experimental design  
 Developing and Analysis of Questionnaire data  
 Populations  
 Missing values  
 Distributions and Assumptions  
 Sampling procedures  
 Multiple comparisons  
 Grounded theory and Social Science fieldwork  
 Phenomenology  
 Post modernism  
 Feminist studies  
 Ethnography  
 Content and textual analysis  
 Triangulation  
 Multi method data collection