

BUSM 7001 ADVANCED RESEARCH SKILLS

Multi method analysis

Teaching Periods

Credit Points 20

Legacy Code 200745

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Description Advanced Research Skills is designed for students who are undertaking Doctoral studies. This subject 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 subject 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