

BUSM 7001 ADVANCED RESEARCH SKILLS

Content and textual analysis
Triangulation
Multi method data collection
Multi method analysis

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 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

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

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