MGMT8006
Management Research Methods

This course aims to introduce research students to a scientific approach to the study of management issues. The focus is on equipping students with the fundamental knowledge and skills for undertaking quantitative research and to critically evaluate research conducted by others. The course is divided into four interrelated segments: problem formulation and conceptualisation, implementation, analysis, and communication of research findings. 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.

Information about how this course fits into your Program, e.g. how it contributes to Majors and Minors, and whether or not it is a core course or an elective course, can be obtained from Study@ANU, your lecturer, or the College Student Advisers.
<table>
<thead>
<tr>
<th><strong>Semester and Year</strong></th>
<th>Semester 1, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mode of Delivery</strong></td>
<td>On campus</td>
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<tr>
<td><strong>Prerequisites</strong></td>
<td>You are not able to enrol in this course if you have completed BUSN8013</td>
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<tr>
<td><strong>Course Convener</strong></td>
<td>Professor George Chen</td>
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<tr>
<td><strong>Office Location:</strong></td>
<td>Room 1090 Copland Building 24</td>
</tr>
<tr>
<td><strong>Phone:</strong></td>
<td>+61 2 6125 6194</td>
</tr>
<tr>
<td><strong>Email:</strong></td>
<td><a href="mailto:george.chen@anu.edu.au">george.chen@anu.edu.au</a></td>
</tr>
</tbody>
</table>
| **Consultation hours:** | Monday: 10am-12pm &  
Wednesday: 11am-12pm |
| **Student Administrators** | Research School of Management  
Room 1088  
Level 1, LF Crisp Building 26  
Mon. – Fri. 9am – 5pm |
COURSE OVERVIEW

Learning Outcomes
By the end of this course, you are expected to have attained proficiency in the following areas: Students will acquire skills associated with identifying research problems in management, reviewing management literature, formulating the research questions or hypotheses based on relevant management theories and research evidence, selecting and implementing appropriate research design, collecting data, conducting data analysis with computer softwares, interpreting data, and writing a research report.

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:

- Andre Bonfrer (Professor of Marketing)
- George Chen (Professor of Management)
- Karen Jansen (Senior Lecturer of Management)
- Tom Kalliathe (A/Professor of Management)
- Lin Cui (A/Professor of International Business)
- 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/)

Student Feedback
All CBE courses are evaluated using Student Experience of Learning and Teaching (SELT) surveys, administered by Planning and Statistical Services at the ANU. These surveys are offered online, and students will be notified via email to their ANU address when surveys are available in each course. Feedback is used for course development so please take the time to respond thoughtfully. Course feedback is anonymous and provides the Colleges, University Education Committee and Academic Board with opportunities to recognise excellent teaching and to improve courses across the university. For more information on student surveys at ANU and
reports on feedback provided on ANU courses, visit
http://unistats.anu.edu.au/selt/students/ and
http://unistats.anu.edu.au/selt/results/learning/

**SEMINAR TOPICS, LECTURERS AND TIMETABLE**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Lecturer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>18 Feb</td>
<td>Introduction of Research Methods: Research Process and Basic Concepts</td>
<td>George Chen</td>
</tr>
<tr>
<td>1</td>
<td>20 Feb (Fri)</td>
<td>Research Problem, Question, Theory and Hypothesis</td>
<td>Karen Jansen</td>
</tr>
<tr>
<td>2</td>
<td>25 Feb</td>
<td>Literature Review</td>
<td>Tom Kalliath</td>
</tr>
<tr>
<td>2</td>
<td>27 Feb</td>
<td>Measurement and Scale Development</td>
<td>Simon Restubog</td>
</tr>
<tr>
<td>3</td>
<td>4 March</td>
<td>Survey Research</td>
<td>George Chen</td>
</tr>
<tr>
<td>3</td>
<td>6 March</td>
<td>Research Proposal Preparation</td>
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</tr>
<tr>
<td>4</td>
<td>11 March</td>
<td>Archival Research and Triangulation</td>
<td>Karen Jansen</td>
</tr>
<tr>
<td>4</td>
<td>13 March</td>
<td>Managing Research Project</td>
<td>Ofer Zwikael</td>
</tr>
<tr>
<td>5</td>
<td>18 March</td>
<td>Data Analysis (I)</td>
<td>Lin Cui</td>
</tr>
<tr>
<td>5</td>
<td>20 March</td>
<td>Data Analysis (II)</td>
<td>Lin Cui</td>
</tr>
<tr>
<td>6</td>
<td>25 March</td>
<td>Advanced Data Analysis Technique (I)</td>
<td>Andre Bonfrer</td>
</tr>
<tr>
<td>6</td>
<td>27 March</td>
<td>Advanced Data Analysis Technique (II)</td>
<td>Andre Bonfrer</td>
</tr>
<tr>
<td>7</td>
<td>1 April</td>
<td>Student Presentations and Discussions</td>
<td>George Chen</td>
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**Notes:**
- Lecture/seminar: Twice per week, Wednesday and Friday, from 9am-12pm
- Venue: CBE Building 26 TR8
COURSE ASSESSMENT

Assessment Summary

<table>
<thead>
<tr>
<th>Item</th>
<th>Title</th>
<th>Value</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Research Proposal &amp; Oral Presentation</td>
<td>45%</td>
<td>April 1, 4.00pm</td>
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<tr>
<td></td>
<td></td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Data analysis assignment</td>
<td>30%</td>
<td>April 1, 9.00am</td>
</tr>
<tr>
<td>3</td>
<td>Participation</td>
<td>10%</td>
<td>based on the student's attendance and participation</td>
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All components of the above assessment are compulsory and must be submitted. To achieve an automatic pass grade in this course you must obtain 50% or more as a scaled aggregate mark.

Item 1 – 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.

**Deadline** for submitting the proposal *(both softcopy and hardcopy)*: 9:00am, 1 April, 2015

(Please submit the softcopy of your proposal via email to George.chen@anu.edu.au)

The research proposal should include the following components:

I. Introduction
II. Theoretical Framework and Hypotheses
III. Research Design
IV. Data Analysis Approach
V. Reference List

Criteria for assessing the Introduction

- Description of the background of the study
- Clear statement of the research problem
- 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 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

Item 2 - 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.

Deadline for submitting the assignment: 9:00am, 1 April, 2015
(Please submit the softcopy of your assignment via email to lin.cui@anu.edu.au)

Item 3 – 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. The electronic copies of the assignment should be submitted to George.chen@anu.edu.au via email.
  - Hard Copy Submission: Individual assignments 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.

Extensions and Penalties

Where an assignment is submitted after the due date, students are penalised by five per cent of the possible marks available for the assessment task per working day or part thereof.

Special consideration for assessments

Students who are unable to submit their assignment 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.

Special Consideration applications must be completed before the due date of the affected assessment, or no later than 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 are only submitted online at special.consideration@anu.edu.au. You will be notified by the RSM office if an extension has been approved.

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.
**Scaling**

Your final mark for the course will be based on the raw marks allocated for each assignment or examination. 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 or equal the scaled mark of that student), and may be either up or down.

**Finalisation of Marks and Grades**

After marking is concluded the lecturer will submit a report to the Committee of Examiners for the course recommending final marks and letter grades for each student. The Committee comprises, at a minimum, the Director of the Research School of Management, the lecturer, and at least one second examiner. The lecturer's recommendations are based on the points accumulated by each student and judgments about individual student performance, guided by the ANU Policy on Coursework Assessment:

**Reference Books**


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

COMMUNICATION

Email
If necessary, the lecturers for this course will contact students on their official ANU student email address. Information about your enrolment and fees from the Registrar and Student Services’ office will also be sent to this email address.

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.

Course URLs
More information about this course may be found on:

- Programs and Courses (http://programsandcourses.anu.edu.au/2014/Catalogue)
- The College of Business and Economics website (http://cbe.anu.edu/courses) and

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: https://policies.anu.edu.au/ppl/index.htm.

Policy information on examinations and assessments can be found on the College of Business and Economics website at: http://cbe.anu.edu.au/students/student-information/examinations-assessment/

Students are expected to have read the Code of Practice for Student Academic Integrity before the commencement of their course.

Key policies include:

- Student Assessment (Coursework)
- Student Surveys and Evaluations
- Assessment of Student Learning