



The University of Southern Queensland

## Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.  
Please consult the web for updates that may occur during the year.

### Description: Research Methodology 2

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
BUS	8402	90646	2, 2009	EXT	1.00	Toowoomba

<b>Academic group:</b>	FOBUS
<b>Academic org:</b>	FOBUSN
<b>Student contribution band:</b>	3A
<b>ASCED code:</b>	080399

### STAFFING

Examiner: Julie Cotter  
Moderator: Raj Gururajan

### REQUISITES

Pre-requisite or Co-requisite: BUS8401 or MGT8401

### OTHER REQUISITES

Students are required to have access to a personal computer, e-mail capabilities and Internet access to UConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/ict/students/standards/default.htm>.

### SYNOPSIS

This course is designed to provide students with the capability to (1) develop a research proposal and (2) prepare and analyse data. The course will assist students to develop research paper and proposal writing skills. In addition, basic data preparation and analysis, including bivariate analysis, will be covered. Finally, students will choose advanced data analysis study in one of the following areas: (a) regression analysis, (b) other multivariate analysis, or (c) qualitative analysis. Note: Not all areas of advanced study will necessarily be offered each semester.

### OBJECTIVES

The course objectives define the student learning outcomes for a course. The assessment item/s that may be used to assess student achievement of an objective is/are shown in parentheses after each objective. On successful completion of this course, students should be able to:

1. demonstrate the skills necessary to write research proposals (Assignment 1, Assignment 3, Full Research Proposal)
2. demonstrate the skills necessary to prepare and analyse data (Assignment 2, Assignment 3)
3. apply and interpret statistical tests in bivariate models (Assignment 2)

4. evaluate when and how to use one of: general multivariate analysis; or advanced qualitative methods; or advanced regression analysis (Assignment 3)
5. synthesize the learning from the previous objectives by writing a research proposal (Assignment 1, Full Research Proposal).

## TOPICS

	Description	Weighting (%)
1.	Writing research proposals	10.00
2.	Basic data preparation and analysis (including introduction to computer-based analysis, descriptive statistics, univariate statistics) (2 weeks)	10.00
3.	Bivariate analysis - test of differences	10.00
4.	Bivariate analysis - tests of association	10.00
5.	One of the following: (please note that not all of these alternatives will necessarily be offered each year)	25.00
	5.1. General multivariate analysis: (i) dependence methods, including introduction to regression and MANOVA (ii) interdependence techniques, including factor and cluster analysis; or	
	5.2. Advanced qualitative methods: (i) analysing qualitative data (ii) drawing and verifying conclusions (iii) case study methodology; or	
	5.3. Advanced regression analysis: (i) review of regression analysis (ii) model development (iii) tests of hypotheses and diagnostics	
6.	Writing a research proposal	35.00

## TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Coakes, SJ, Steed, LG & Ong, C 2009, SPSS: analysis without anguish using SPSS version 16.0 for windows, John Wiley & Sons, Milton, Queensland. (all students are required to purchase this text - it will be packaged with a student version of the SPSS program)

Hair, JF, Anderson, RE, Tatham, RL & Black, WC 2006, Multivariate data analysis, 6th edn., Pearson Prentice Hall, Upper Saddle River, New Jersey. (only students taking the general multivariate analysis modules are required to purchase this text)

Hill, RC, Griffiths, WE & Lim GC, 2008 Principles of econometrics, 3rd edn., John Wiley & Sons, New York AND Griffiths, WE, Hill, RC & Lim, GC, Using eviews for principles of econometrics,

3rd edn., John Wiley & Sons, New York. (only students taking the advanced regression analysis modules are required to purchase these texts)

Yin, RK, 2009, *Case study research design and methods*, 4th edn., Sage Publications, Thousand Oaks, California. (only students taking the advanced qualitative methods modules are required to purchase this text)

## REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Kerlinger, FN & Lee, HB 2000, *Foundations of behavioral research*, 4th edn, Harcourt Publishers, Fort Worth, Texas.

Punch, K 2006, *Developing effective research proposals*, 2nd edn, Sage Publications, London, UK.

Richards, L 2005, *Handling qualitative data: a practical guide*, Sage, London.

Richards, L & Morse, J 2007, *README FIRST for a user's guide to qualitative methods*, 2nd edn, Sage, London.

Zikmund, W 2003, *Business research methods*, 7th edn, Thomson/South-Western, Cincinnati, Ohio.

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessments	69.00
Directed Study	48.00
Private Study	48.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
ASSIGNMENT 1	10.00	10.00	04 Aug 2009 (see note 1)
ASSIGNMENT 2	10.00	10.00	15 Sep 2009 (see note 2)
ASSIGNMENT 3	20.00	20.00	06 Oct 2009 (see note 3)
FULL RESEARCH PROPOSAL	60.00	60.00	06 Nov 2009

### NOTES

1. mini research proposal
2. basic data preparation and analysis - includes computer-based data analysis using SPSS
3. advanced data analysis - choose one of the following: general multivariate analysis; advanced qualitative methods; advanced regression analysis

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:

If you are an international student in Australia, you are advised to attend all classes at your campus. For all other students, there are no attendance requirements for this course. However, it is the students' responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:

To satisfactorily complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)
- 3 Penalties for late submission of required work:

If students submit assignments after the due date without prior approval of the examiner, then a penalty of 5% of the total marks gained by the student for the assignment may apply for each working day late up to ten working days at which time a mark of zero may be recorded.
- 4 Requirements for student to be awarded a passing grade in the course:

To be assured of receiving a passing grade a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:

The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
- 6 Examination information:

There is no examination in this course.
- 7 Examination period when Deferred/Supplementary examinations will be held:

Not applicable.
- 8 University Regulations:

Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Student Academic Misconduct for further information and to avoid actions which might contravene university regulations. These regulations can be found at <http://www.usq.edu.au/corporateservices/calendar/part5.htm>. Students should also read the Faculty of Business Procedures which can be found at <http://www.usq.edu.au/business/aboutfob.htm>.

## ASSESSMENT NOTES

- 1 Assignments: (i) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the examiner. (ii) Students must retain a copy of each assignment submitted for assessment. This must be produced within 24 hours if required by the examiner. (iii) The examiner may grant an extension of the due date of an assignment in extenuating circumstances. Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The examiner shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the community as appropriate) accompanying an application for extension and decide on the outcome. Length of extensions: Up to one week's extension (five working days) may be granted if a signed statement with supporting documentation is sent with the assignment,

proving that an unforeseen and uncontrollable circumstance caused the delay, for example unusual and unpredictable work or family commitments. If the signed statement and supporting documentation does not show that unforeseen and uncontrollable circumstances were present for the days claimed, then the normal reduction in marks for a late assignment of 5% per working day will apply. Extensions beyond one week are not allowed unless express permission is obtained from the examiner. Extensions beyond one week are only granted in extreme circumstance because model answers may be distributed after this time. If you are likely to require an extension for a longer period than one week, you must contact the examiner for advice. In most cases, you will be required to complete an alternative make-up assignment. However, make-up assignments are only granted if you have passed all other pieces of assessment for the course. Medical extensions: In the case of an application for extension for medical reasons, the documentation should include a statement from a doctor stating: the date the medical condition began or changed; how the condition affected the student's ability to study; when it became apparent that the student could not submit the assignment. As a rule, you will be granted an extension for the number of working days covered on a medical certificate. In the case of a medical extension, you do not need to contact the examiner unless you require an extension of longer than one week. Extensions for family/personal reasons: In the case of an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the community stating: the date the student's personal circumstances began or changed; how the circumstances affected the student's ability to complete the assignment; when it became apparent that the student could not complete the assignment. In the case of an extension for family/personal reasons you must contact the examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. Extensions for employment-related reasons: In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student's employer stating: the date the student's employment began or the conditions of employment changed; how this prevents the student from completing the assignment. In the case of an extension for employment-related reasons you must contact the examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted.

- 2 Text books: Please note that it is the responsibility of the student to acquire a copy of the text book as soon as their enrolment in the course has been confirmed. Extensions will not be granted on the basis of the student not having a copy of the text, if the text is available from the USQ bookshop.
- 3 Referencing in assignments: Harvard (AGPS) is the referencing system required in this course. Students should use Harvard (AGPS) style in their assignments to format details of the information sources they have cited in their work. The Harvard (AGPS) style to be used is defined by the USQ Library's referencing guide at <http://www.usq.edu.au/library/help/referencing/default.htm>.

## **OTHER REQUIREMENTS**

- 1 Computer, e-mail and Internet access: Students are required to have access to a personal computer, e-mail capabilities and Internet access to UConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/ict/students/standards/default.htm>.
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