

# BUSM 7121 RESEARCH METHODS IN BUSINESS I

**Credit Points** 10

**Coordinator** Dilupa Nakandala (<https://directory.westernsydney.edu.au/search/name/Dilupa.Nakandala/>)

**Description** Research Methods in Business I is designed to introduce students to various qualitative research methods in business. It aims to provide students with the necessary knowledge of qualitative research methodologies and their applications in addressing complex business problems. The students will identify business challenges that require a qualitative research inquiry. They will develop skills to plan and conduct a qualitative research study relevant to a practitioner-oriented inquiry.

**School** Business

**Discipline** Business Management

**Student Contribution Band** HECS Band 4 10cp

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**Level** Postgraduate Coursework Level 7 subject

**Co-requisite(s)** BUSM 7120

## Restrictions

Students must be enrolled in a postgraduate program.

## Learning Outcomes

After successful completion of this subject, students will be able to:

1. Identify business challenges that are suitable for qualitative research inquiries.
2. Explore and critique various qualitative research methods and approaches to determine their suitability for addressing practice-based research questions.
3. Explain how a range of qualitative business research data collection instruments can be utilised to address a business research challenge.
4. Apply qualitative data analysis skills to conduct practitioner-oriented business research.
5. Plan a qualitative research project outlining the methodology, tools and processes necessary for a practitioner-oriented inquiry.

## Subject Content

- Business challenges requiring qualitative research inquiries
- Qualitative business research methods and designs
- The role of the researcher in qualitative research designs
- Qualitative data collection tools for practice-oriented research
- Ethics and quality assurance in qualitative research designs
- Qualitative data analysis in practice-oriented research
- Qualitative research reporting with implications for practice

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Critical Review	1500 words	40	N	Individual	N
Professional Task	100 words	30	N	Individual	N
Report	100 words	30	N	Individual	N