

BUSM 7122 RESEARCH METHODS IN BUSINESS II

Credit Points 10

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

School Business

Discipline Business Management

Student Contribution Band HECS Band 4 10cp

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

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 quantitative research inquiries.
2. Explore and critique various quantitative data types and methods to determine their suitability for addressing practice-based research questions.
3. Explain best practices in survey designs.
4. Apply quantitative data analysis skills to conduct practitioner-oriented business research.
5. Plan a quantitative research project outlining the methodology, tools and processes necessary for a practitioner-oriented inquiry.

Subject Content

- Business challenges requiring quantitative research inquiries
- Quantitative business research methods and designs
- Hypothesis development responding to business challenges
- Quantitative data collection instruments/tools for practice-oriented research
- Ethics and quality assurance in quantitative research designs
- Quantitative data analysis in practice-oriented research
- Quantitative 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	1000 words	35	N	Individual	N
Professional Task	1000 words	30	N	Individual	N
Report	1000 words	35	N	Individual	N