<table>
<thead>
<tr>
<th>Unit Name</th>
<th>Business Research Methods</th>
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<tbody>
<tr>
<td>Unit Number</td>
<td>200714</td>
</tr>
<tr>
<td>Unit Coordinator/s</td>
<td>Dr Greg Teal</td>
</tr>
<tr>
<td>Session</td>
<td>AUTUMN</td>
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<tr>
<td>Year</td>
<td>2010</td>
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**Handbook Summary**
This unit provides honours level students with the basic knowledge and skills necessary to design and undertake their honours level research project. It provides a balance between quantitative and qualitative methods and will assist students in selecting the most appropriate method for their project. The unit covers such research essentials as: approaches (positivist, interpretive and critical), research design, hypothesis testing, sampling, ethics, methods and techniques, analysis of both qualitative and quantitative data, the presentation of results and discussion of findings.

**Credit Points**
10

**Pre-requisites**
N/A

**Co-requisites**
N/A

**Incompatible/ not to be counted for credit with**
N/A

**Unit Level**
5

**Assumed Knowledge**
Understanding and knowledge equivalent to an undergraduate degree in a relevant area to that in which the student plans to undertake the Honours degree, as approved by the Head of School.

**Attendance Requirements**
N/A

**Enrolment Restrictions**
Normally the student will have a grade point average greater than 5.0 unless a case can be made.

**Learning Outcomes**
On successful completion of this unit, students should:
1. understand that approach (positivist, interpretive and critical) informs methodology;
2. know where the use of quantitative and qualitative methods are appropriate;
3. demonstrate an ability to collect data using valid and accurate research methods, both quantitative and qualitative;
4. select and apply the correct statistical tools;
5. appreciate ethical issues of human research;
6. have had significant practice at analysing both qualitative and quantitative data, and
7. know how to summate and present results.

**Unit Content**
The main topics of the unit are:
- Methodology: approaches and research
- Research problems, questions and hypotheses
- Ethics of human research
- Research designs: qualitative and quantitative
- Research measurement: qualitative and quantitative
- Sampling: qualitative and quantitative
- Survey research
- Unobtrusive research and secondary data
- Analysis of quantitative data
- Analysis of qualitative data
- Field research in organisations
- Presenting results
- Discussion of findings
### Mode of Delivery

This unit consists of a 3 hour Seminar weekly.

Please see the Learning Guide for a comprehensive explanation of the purpose and expectations associated with lectures and tutorials.

Visit http://platformweb.uws.edu.au for the timetable.

### Assessment Items and Weighting

Assessment for this unit will be based on the following components:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>Length / Duration</th>
<th>Due Date</th>
<th>Value %</th>
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<tbody>
<tr>
<td>1 Essay</td>
<td>2,500 words</td>
<td>Week 7</td>
<td>30%</td>
</tr>
<tr>
<td>2 Written assignment with graphs and tables</td>
<td>2,500 words</td>
<td>Week 9</td>
<td>30%</td>
</tr>
<tr>
<td>3 Report</td>
<td>3,000 words</td>
<td>Week 11</td>
<td>40%</td>
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**TOTAL 100**

In order to pass this unit you must obtain a minimum combined overall mark of 50/100.

Final marks and grades are subject to confirmation by the relevant School and College Committee which may scale, modify or otherwise amend the marks and grades for the unit, as may be required by University policies.

### Essential Library Resources

**Textbook:**


### On-line Learning Requirements

Lecture notes and tutorial questions will be made available on the E-Learning (vUWS) link on the UWS home page [www.uws.edu.au](http://www.uws.edu.au).

Students are expected to consult vUWS at least twice a week, as all announcements will be made via vUWS and teaching material will be regularly updated and posted online.

### Special Requirements

N/A