

School of Management

MGMT 404 RESEARCH METHODS

Trimester 1, 2014

COURSE OUTLINE

Course coordinator:

A/Prof Bob Cavana

Room: RH 904, Rutherford House

Phone: 463 5137

Email: bob.cavana@vuw.ac.nz

Office hours: Tuesday 3.30-5.00pm or by appointment

Course administrator:

Misa Ito

Room: RH 1022, Rutherford House

Phone: 463 5397

Email: misa.ito@vuw.ac.nz

Co-Lecturer:

Dr Todd Bridgman

Room: RH 905, Rutherford House

Phone: 463 5118

Email: todd.bridgman@vuw.ac.nz

Trimester Dates:

Teaching Period: Monday 3rd March – Friday 6th June 2014.

Study Period: Monday 9th June – Thursday 12th June 2014.

Examination Period: Friday 13th June – Wednesday 2nd July (inclusive) 2014.

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before **Friday 14th March 2014**.
2. The standard last date for withdrawal from this course is **Friday 16th May**. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an 'Application for Associate Dean's Permission to Withdraw Late' including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks.

Class Times and Room Numbers

Lectures: Monday

Time: 9.30am-12.20pm

Venue: RWW 501

Course Content

Organisational and management research can be described as a systematic and organised effort to extend our understanding of how, why, and in what ways, organisations and the workers within, operate. Research in this field can add new insights to an existing body of knowledge in an area of interest, and/or gather information that can guide decision-making within the workplace.

An examination and evaluation of the role of methodology in management research. This course involves the methodological examination of theoretical and empirical research and provides the chance to develop and apply quantitative and qualitative data methods.

It invites students to consider the purposes and objectives of organisational and management research and provides an overview of the research process. It introduces students to a range of research methods and provides some hands on experience with these. The course also requires students to explore the ethical and moral considerations related to carrying out organisational and management research in New Zealand.

The course provides the foundation on which students will develop their own research project in MGMT 430 in Trimester 2.

Course Learning Objectives

On successful completion of the course, students should be able to:

1. Explain and differentiate conceptual and philosophical issues as they relate to the research process including research paradigms and related methodologies (Assignment 1).
2. Identify gaps and potential areas of contribution for management and organisational research through the critical analysis of existing research literature (Assignment 1).
3. Develop appropriate research designs for their own research questions (Assignment 2).
4. Evaluate a range of practical and ethical issues as they relate to the research process including negotiating access and relationships with stakeholders (Assignments 2 & 3).
5. Apply both qualitative and quantitative approaches to collect and analyse data relating to a chosen management or organisational topic (Assignments 2 & 3).

Course Delivery

Students are required to attend a one three-hour class session each week. The weekly sessions are based on discussion of the reading material and the collaborative working through of student's personal assignments and class research exercises. It is therefore essential that students are thoroughly prepared for each session. Student achievement is individually assessed.

Expected Workload

Students can expect the workload to be 150 hours over the whole course, including both scheduled contact time and work outside class.

Group Work

Students will be expected to work in groups on class exercises.

MGMT 404 Research Methods Course Schedule – 2014

Week	Date	Topics	Lecturer (1)	Readings (2)	Assignments
1	Mar 3	Intro & course overview Ethical issues The research process Literature review	BC/TB	Cavana et al, ch 1 & 2	
2	Mar 10	Research paradigms	TB	Guba & Lincoln, 1994 Burrell & Morgan, 2005	
3	Mar 17	Research reporting Evaluating research Prelim info gathering Problem definition	BC	Cavana et al, ch 3, 14 & 15	
4	Mar 24	Framework development & research objectives Research design & planning Research proposal	BC	Cavana et al, ch 4 & 5	
5	Mar 31	Measurement of variables Scaling, reliability & validity Questionnaire design	BC	Cavana et al, ch 8, 9 & 10	Assignment 1 due, April 2
6	Apr 7	Sampling Intro to descriptive statistics	BC	Cavana et al, ch 11, pp400-413	
7	Apr 14	Quantitative data analysis SPSS workshop – descriptive statistical analysis	BC	Cavana et al, ch 13 & App I	
		<i>Mid - Trimester Break</i>			
8	May 5	SPSS workshop – inferential statistics & hypothesis testing	BC	Cavana et al, ch 13 & App I	
9	May 12	Qualitative data gathering	TB	Cavana et al, ch 6	
10	May 19	Qualitative data analysis	TB	Cavana et al, ch 7 Cassell & Symon, 2004	
11	May 26	Mixed methods research Course overview	BC	tba	
12	Jun 2	No class – Queen’s Birthday			Assignment 2 due, June 4
	June 13 – July 2	Exam period			Exam

(1) Lecturers: BC = Bob Cavana & TB = Todd Bridgman

(2) Textbook: Cavana, Delahaye & Sekaran (2001) *Applied Business Research: Qualitative and quantitative methods* ; Additional readings on Blackboard or handed out in class where appropriate.

Readings

The *required* textbook is:

- Cavana, R.Y., Delahaye, B.L. & Sekaran, U. (2001). *Applied business research: Qualitative and quantitative methods*. Brisbane: John Wiley & Sons.

Recommended reading:

- Bryman, A. & Bell, E. (2011). *Business research methods*, 3rd Edition. Oxford: Oxford University Press.
- Easterby-Smith, M., Thorpe, R. & Jackson, P.R. (2008). *Management research* (3rd Ed). London: Sage.
- O’Leary, Zina (2010). *The essential guide to doing your research project*. London: Sage.

Materials and Equipment

Other research methods textbooks are available in the VBS library on the 2nd floor of the Railway Building. Additional readings, articles, chapters, and workshop exercises will be distributed in class or posted on Blackboard.

Assessment

From Trimester 1, 2014, a revised Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

In particular, there will be a new grade scheme, in which the A+ range will be 90-100% and 50-54% will be a C-.

Assignment	Title	% of marks available	Due Date
1	Exploring a Potential Contribution to Management Knowledge	20 %	<i>3pm, Wednesday 2 April</i>
2	Developing a Research Proposal	40 %	<i>3pm, Wednesday 4 June</i>
3	Final Exam	40 %	<i>Exam period: June 13 – July 2</i>
	TOTAL	100 %	

Assignment 1. Exploring a Potential Contribution to Management Knowledge

Due: 3.00pm, Wednesday 2 April
Marks: 20%
Word limit: 2,000 words (excl. references)

Full details of Assignment 1 will be handed out in the Week 1 class and posted on Blackboard in the ‘Assessment’ section.

Assignment 2. Developing a Research Proposal

Due: 3pm, Wednesday 4 June
Marks: 40%
Word limit: 3,000 words for report (excluding appendices).

Full details of Assignment 2 will be handed out in Week 4 and posted on Blackboard in the 'Assessment' section.

Assignment 3. Final Exam

Scheduled: Exam period: June 13 – July 2
Marks: 40%

This will be a 3 hour 'closed book' final examination covering most aspects of the course. Students will be required to obtain a minimum of 40 percent in the final exam to pass the course. Further details will be provided later in class and on Blackboard.

Format for assignments

Assignments should have the following format:

- Word-processed, 11 or 12 point font.
- A cover sheet stating: Student name, project title and word count.
- Page numbers on each page.
- APA reference style used including in-text referencing and a list of references at the end.

Quality Assurance Note

For reasons of quality assurance all assessed work must be submitted in both hardcopy and electronic form by the due date. Your assessed work may be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation, academic audit and programme development processes. All material used for such purposes will be treated as confidential, and the outcome will not affect your grade for the course.

Handing in assignments

Hardcopy: A hardcopy of assignments should be submitted by the due date and time to **Assignment Box: 23**, Mezzanine Floor, Rutherford House. Late hardcopy assignments must be handed to Misa Ito in RH 1022.

Electronic copy: An electronic copy of Assignment 1 should also be emailed to todd.bridgman@vuw.ac.nz, and Assignment 2 to bob.cavana@vuw.ac.nz by 3.00pm on the due date with subject line as follows: MGMT 404, ASSIGNMENT X, Name.

Hardcopies received after due date will be deemed to be late and penalised accordingly and assignments will not be returned to students until an electronic copy is received.

Students must also keep an electronic copy of their work archived. Failure to do so will jeopardise any claim by you that your work was submitted in the rare cases where your work goes astray.

Penalties

- i) In fairness to other students, work submitted after any deadline without prior arrangement of an extension will incur a penalty for lateness. The penalty is 5% of the marks available for an assignment submitted after the due time on the due date for each part day or day late. Saturdays, Sundays and public holidays will be included when counting the number

of days late. Assignments received more than 7 days after the due date may not be accepted and the student may fail the Mandatory Requirements.

- (ii) Extensions to submission deadlines for any assigned work will only be granted in exceptional circumstances.
- (iii) Students who are unable to comply with any of the mandatory requirements should make a written application for an extension to the due date for submission of assigned work or for waiver of a penalty, in advance, to the Coordinator, providing documentary evidence of the reasons of their circumstances (e.g. a medical certificate, or counsellor's report that indicates the degree of impairment, and for how long the student has been impaired).
- (iv) In the event of unusual or unforeseeable circumstances (e.g. serious illness, family bereavement), that precludes an application in advance, students should make contact with the Coordinator as soon as possible, and make application for waiver of a penalty as soon as practicable.
- (v) Word limits should be adhered to. This is to reinforce the importance of accurate, concise and clear communication in management studies and organisational practice.

Mandatory Course Requirements

In order to pass this course, you must satisfy the mandatory course requirements (below) and obtain at least 50% of the overall marks available (maximum of 100).

To meet mandatory course requirements, unless you have received the approval of the course coordinator, you must:

- (i) attend a minimum of eight of the 11 scheduled sessions, and
- (ii) submit all assignments within the allowable timeframe (see Penalties section).
- (iii) attend the final exam, and achieve a minimum of 40 percent of the marks available for the exam.

Students who fail to satisfy the mandatory requirements for this course but who obtain 50% or more overall, will be awarded a "K" fail grade.

Standard fail grades (D or E) will be awarded when the student's overall course mark falls below the minimum pass mark, whether or not the mandatory course requirements have been satisfied. Notice of Failure to meet Mandatory Course Requirements will be posted on Blackboard.

Class Representative

Students will select a representative for the postgraduate programme at the start of the trimester.

Communication of Additional Information

The course lecturers will convey any additional information to students in class or via blackboard and students' VUW email. Please ensure that student VUW email accounts are checked regularly.

Student feedback

Student feedback on University courses may be found at www.cad.vuw.ac.nz/feedback/feedback_display.php

Link to general information

For general information about course-related matters including academic integrity and plagiarism, university policies and statutes, and student support programmes such as Te Putahi Atawhai (Maori and Pacific Mentoring Programme), please go to: <http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>
