

School of Management

MMBA 532 BUSINESS RESEARCH PROJECT

Full Year 2015

COURSE OUTLINE

Names and Contact Details

COURSE COORDINATOR

Dr David Stewart, PhD, MBA, MA, BA (Hons), Dip Teach

Office: Rutherford 907

Email: David.Stewart@vuw.ac.nz

Telephone: 463 5150

PROGRAMME ADMINSTRATOR

Nicky McInnes

Office: Rutherford House, RH1004

Email: Nicky.McInnes@vuw.ac.nz

Telephone: 463 5367

Trimester Dates

From Tuesday 3 March to Tuesday, 27 October 2015

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 13 March 2015.
2. The standard last date for withdrawal from this course is 21 August 2015. 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

Part A: Six two hour Lectures to be held on Tuesday, 17:40 to 19:30
Lecture Theatre: RH LT3

Part B: Academic Supervision by VUW academic staff

Course Delivery

The course has two parts. Part A is a series of six lectures scheduled for the beginning of Trimester One (see below). Part B is governed by the interaction between the student and the VUW academic staff member.

Part A: Lecture Schedule

Week	Date	Topic
1.	3 March	Introduction to the Research Process <i>Text: Chapter 3</i>
2.	10 March	Writing a Literature Review <i>Text: Chapter 4</i>
3.	17 March	Developing a research design <i>Reading: Guba & Lincoln</i> <i>Text: Chapter 1 & 2</i>
4.	24 March	Quantitative Research <i>Text: Chapters 6 & 7</i>
5.	31 March	Qualitative Research <i>Text: Chapters 16 & 18</i>
6.	21 April	Managing the project <i>Text: Chapter 27</i>

Expected Workload

You will be expected to spend 150 hours of work to complete the course. Twelve hours will be spent attending lectures, with the balance spread throughout the year. However, it is expected the majority of the hours will be spent in the second trimester.

Course Learning Objectives

On successful completion of the course students will have improved their ability to:

1. Develop an effective research question to guide their research.
2. Present a research design based on the relevant literature in a field of management.
3. Have an understanding of the major social science research methodologies available for applied business research.
4. Carry out a research exercise with respondents (people), analyse the results and draw conclusions in relation to the research question.
5. Show how the results contribute to management practice.

Course Content

The Victoria Master of Business Administration Programme serves to produce professional managers capable of fulfilling strategic roles within business and government enterprises. Integral to this capability is the application of systematic and organised research methodologies to investigate specific problems or opportunities encountered in the work setting. This course aims to provide students with applied research methodologies with which practical solutions to real organisational issues can be derived. The scope of this course, being focused on individual student proposals, is open-ended and negotiable. Students need to identify a relevant issue and propose an applicable methodology in order for the business research project to proceed. The student then needs to collect relevant data and write a business research project including appropriate recommendations.

Readings

The recommended textbook for MMBA 532 is Bryman, A. & Bell, E. 'Business Research Methods', Oxford University Press, 3rd ed., 2011

Materials and Equipment

Additional materials such as readings, etc. will be made available to Course Participants during the Course. The course will also rely on materials from a variety of sources, including practitioner and academic journals, dependent on the specifics of topic area chosen by the student.

Assessment Requirements

Assignments build up to a final business research project. Your project:

- must involve research with people (human subjects)
- could also include the use of documents, etc.
- be related to a business or organisational problem
- can be quantitative, qualitative or both.

1. Literature Review Word limit: 3,000 20%
Due: Tuesday, 28 July 2015
2. Research design and HEC Word limit: 2,000 10%
Due: Tuesday, 18 August 2015
3. Business Research Report Word Limit: 10,000 70%
Due: Tuesday, 27 October 2015

Upon conclusion of the project students will be required to submit a detailed research project subject to the terms and conditions set by the supervising academic staff member in consultation the Course Co-ordinator. At a minimum, research projects will incorporate a detailed literature review, a comprehensive research design that covers data collection and analysis, a discussion of findings and conclusions, and a recommended management action plan.

The Assessment Handbook will apply to all VUW courses: see

<http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

<i>Pass/Fail</i>	<i>Grade</i>	<i>Normal Range</i>	<i>Indicative Characterisation</i>
Pass	A+	90%-100%	Outstanding performance
	A	85%-89%	Excellent performance
	A-	80%-84%	Excellent performance in most respects
	B+	75%-79%	Very good performance
	B	70%-74%	Good performance
	B-	65%-69%	Good performance overall, but some weaknesses
	C+	60%-64%	Satisfactory to good performance
	C	55%-59%	Satisfactory performance
Fail	C-	50%-54%	Adequate evidence of learning
	D	40%-49%	Poor performance overall, some evidence of learning
	E	0-39%	Well below the standard required

Penalties

Extensions will not be granted for the literature review, the research design or the submission of the final report. In the event of an unusual, unforeseen circumstance (e.g., serious illness), students should discuss the possibility of an extension being granted with the course co-ordinator prior to the deadline date. Note: appropriate documentation will be required to substantiate your case.

Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

Mandatory Course Requirements

To meet mandatory course requirements, students must submit five documents by the respective due dates:

- | | |
|-----------------------------|--------------------------|
| 1. Topic Analysis | Tuesday, 5 May 2015 |
| 2. Literature Review | Tuesday, 28 July 2015 |
| 3. Research design | Tuesday, 18 August 2015 |
| 4. HEC Application | Tuesday, 18 August 2015 |
| 5. Business Research Report | Tuesday, 27 October 2015 |

If you cannot complete an assignment or sit a test or examination, refer to www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

Class Representative

A class representative will be elected in the first class, and that person's name and contact details made available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

Communication of Additional Information

Additional information or information on changes will be conveyed via blackboard to all class members, etc.

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, go to
<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.