

School of Marketing & International Business

IBUS 405 INTERNATIONAL BUSINESS RESEARCH METHODS

Trimester 1, 2016

COURSE OUTLINE

Prescription

This course provides a methodological examination of theoretical and empirical research in international business, addressing both qualitative and quantitative approaches, and including multivariate analytical techniques.

Course Learning Objectives

The overall objective of IBUS 405 is to introduce Honours students in international business to the principles and practice of Quantitative and Qualitative research. The course covers the fundamentals of the research process, the statistical analysis and modelling of data, plus qualitative research approaches and analysis. In particular, the course schedule has been designed to prepare students for the Honours dissertation and further postgraduate research study.

By the end of this course, students should be able to:

1. Interpret and evaluate international business literature with respect to methodological issues
2. Describe the uses and limitations of common tools for analysing qualitative and quantitative data
3. Analyse primary research data to assist in decision-making

Course Content

Class sessions will generally consist of lectures, discussions and workshop sessions. All students are expected to take active roles in the discussions. You should plan on attending *each* class session, and on being thoroughly prepared to discuss any readings or analyses that have been assigned. Active and thoughtful participation is expected during the class meetings. Please note that the course schedule and content may be subject to minor modifications as the trimester progresses. Should this happen, announcements will be made via Blackboard or at the lectures.

Trimester Dates

From Monday 29th February to Monday 13th June

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 11th March 2016.
2. The standard last date for withdrawal from this course is Friday 13th May 2016. 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 or [online](#).

Names and Contact Details

Course Coordinator: Dr Revti Raman
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Office Hours: by appointment

Course Administrator: Mary Alexander
Office: RH 1121, Level 11, Rutherford House
Phone: (04) 463 5330
Email: mary.alexander@vuw.ac.nz
Office Hours: 9am – 4pm

Class Times and Room Numbers

Friday 1.40pm – 4.30pm RWW311

Course Delivery

The detailed course schedule is given below. Any changes in the schedule will be notified in class or on Blackboard.

Course Schedule			
Week	Lecture Date	Lecture topic	Detailed Contents and Theories Covered
1	4 March	Introduction to Course and Assessment Items	The research process, philosophical frameworks, epistemological positions, links between theory, research and knowledge, methodological fit, quantitative versus qualitative research, research design
2	11 March	Developing a Qualitative Research Study	An overview of qualitative research: strategies including ethnography and action research, analysis, and write-up with application to dissertations
3	18 March	Interviews and Case Studies	Boundaries of case study research, different approaches to case studies, focus groups and structured, semi-structured and unstructured interviews
4	25 March	No Lecture (short week ending on Wednesday)	
<i>Easter Break, 24 March – 30 March</i>			
5	1 April	Workshop # 1: Introduction to NVivo	Loading data, analysis, nodes and sub-nodes, making use of qualitative data, qualitative data analysis techniques assignment discussion
6	8 April	Quantitative Research	Nature of quantitative research, variables and measurement, quantitative research designs, sample design, data sources, questionnaire design, single versus multiple respondents, common method variance

Week	Lecture Date	Lecture topic	Detailed Contents and Theories Covered
7	15 April	Preparing for Data Analysis, Factor Analysis	Cleaning and transforming data, graphical examination of the data, missing data, parametric assumptions and their identification, what if these assumptions are broken, factor analysis as a data reduction method, exploratory factor analysis (EFA), factor analysis decision process. EFA versus CFA
8	22 April	Workshop #2 Introduction to SPSS	Hands on experiences: understanding the SPSS statistical environment, conducting EFA using SPSS, quantitative data analysis techniques assignment discussion
<i>Mid Trimester Break, 25 April – 1 May</i>			
9	6 May	Regression Analysis	The role of correlation in understanding relationships, multiple regression decision process including its objectives, research design, assumptions, estimation, interpretation and validation
10	13 May	Workshop # 3 Regression Analysis with SPSS	Hands on experience on conducting correlation and regression analysis using SPSS
11	20 May	Mediation and Moderation	Analysing complex models, mediation analysis, moderation analysis, assumptions, estimation, interpretation and validation Research methodology assignment discussion
12	27 May	Comparing Means	Assessing group differences by comparing two means (t-test) and several means (analysis of variance, relevant assumptions – what if assumptions are broken) critical review assignment discussion.
13	3 June	Course Review and Debrief	

Readings

A readings list consisting of the relevant journal articles and book chapters will be provided via Blackboard. Students are expected to download the readings from the library databases. Any changes in the readings list will be notified in class or on Blackboard. Students are encouraged to make use of the library databases, books and periodicals, to obtain further reading material relevant to this course. Other supplementary readings will be distributed in class.

There is no required text book for this course. However, the followings books are recommended:

Ang, S.H. 2014. *Research Design for Business and Management*, London: Sage

Cavana, R.Y. Delahaye, B.L. & Sekaran, U. 2001. *Applied Business Research: Qualitative and Quantitative Methods*. Milton: Wiley

Creswell, J. 2003. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. London: Sage Publications

Denscombe, M. 2010. *The Good Research Guide*. Buckingham: Open University Press.

Field, A. 2009. *Discovering Statistics Using SPSS*. London: Sage.

Hair, J.F.; Black, W.C.; Babin, B.J. and Anderson, R.E. 2010. *Multivariate Data Analysis: A Global Perspective*, New Jersey: Pearson

Quinlan, C., 2011. *Business Research Methods*, Cengage Learning, United Kingdom, Chapter 4, 93-117.

Mandatory course requirements

In addition to obtaining an overall course mark of 50% or better, students must achieve at least 40% in the critical review assignment and submit **all** of the assigned work in the course outline.

If you believe that exceptional circumstances may prevent you from meeting the mandatory course requirements, contact the Course Coordinator for advice as soon as possible.

If you cannot complete an assignment or sit a test or examination, refer to

www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

Expected Workload

You should devote about 10-12 hours per week of independent study to this course.

Assessment

The Assessment Handbook will apply to all VUW courses: see

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

Assessments	Length/Time	Due Date	Value	Objectives Assessed
#1 Data Analysis Techniques: Qualitative	2500 words	Week 7, Fri 15 th Apr	30%	1,2,3
#2 Data Analysis Techniques: Quantitative	2500 words	Week 12, Mon 23 rd May	30%	1,2,3
#3 Critical Review: Methods and Results	3000 words	Week 15, Mon 13 th June	40%	1, 2,3

The main task in assessment #1 and #2 is to analyse the data using appropriate analysis software (SPSS for Quantitative and NVivo for qualitative) and technique, and present the work as would appear in the methods and results sections of an academic journal or a research dissertation. The third assessment requires students to critically review the methods and results sections of the given papers (one each on qualitative and quantitative technique) with respect to the technique applied in analysing the data. Detailed information on each piece of assessment along with the relevant marking criteria will be provided in class and on Blackboard.

All written assignments are to be submitted by email by noon on the respective due dates. You must attach the International Business Assessment Cover Sheet to your written assignments. The coversheet will be made available on Blackboard.

Penalties

Late work will be accepted without penalty for good reason (e.g. a medical certificate) and prior permission. In other cases, ten marks will be deducted (out of 100) for each day, or part day, the assignment is late.

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 submitted to Turnitin. A copy of submitted materials will be retained 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.

Materials and Equipment

Students need to get the following software from the Commerce Library and download on their laptop: SPSS and Nvivo. Students can also download software through the university website: <https://downloads.victoria.ac.nz/content/softwaretitles.aspx>

Student feedback

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

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

Announcements will be made during class and on Blackboard. Data files for the computer lab assignments will be distributed via Blackboard. Please check both your official VUW e-mail and Blackboard regularly.

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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.
