

School of Management

MMBA 532 BUSINESS RESEARCH PROJECT

Full Year 2016

COURSE OUTLINE

Names and Contact Details

COURSE COORDINATOR

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PROGRAMME ADMINSTRATOR

Nicky McInnes

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Trimester Dates

From Tuesday, 1 March to Tuesday, 18 October 2016

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 11 March 2016.
2. The standard last date for withdrawal from this course is 19 August 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.

Prescription

A research project in a selected area of management.

Class Times and Room Numbers

Part A: Six two hour Lectures to be held on Tuesday, 17:40 to 19:30
Lecture Theatre: GB LT2

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.	1 March	Introduction to the Research Process <i>Text: Chapter 3</i>
2.	8 March	Writing a Literature Review <i>Text: Chapter 4</i>
3.	15 March	Developing a research design <i>Reading: Guba & Lincoln</i> <i>Text: Chapter 1 & 2</i>
4.	22 March	Quantitative Research <i>Text: Chapters 6 & 7</i>
5.	5 April	Qualitative Research <i>Text: Chapters 16 & 18</i>
6.	12 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 <i>Due: Tuesday, 26 July 2016</i>	20%
2. Research design and HEC	Word limit: 2,000 <i>Due: Tuesday, 16 August 2016</i>	10%
3. Business Research Report	Word Limit: 10,000 <i>Due: Tuesday, 18 October 2016</i>	70%

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>.

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

Students in 2015 strongly agreed that the way this course was organised, and preparing for the assessments, helped them to learn. They were encouraged to think critically, stimulated to learn more and developed their communication skills. The amount of work was about right. They highly valued what they learnt, and overall rated the course as excellent. The course will therefore be offered in a similar way for 2016.

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.