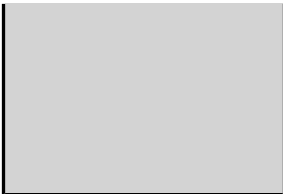


## MGMT90035 Research Methods in Mgmt & Mktg

<b>Credit Points:</b>	12.5
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	This subject is not offered in 2016.
<b>Time Commitment:</b>	Contact Hours: A minimum of eight 3-hour seminar-based modules delivered over Semester 1 and Semester 2 Total Time Commitment: Approximately 2.5 hours of personal study per hour of class time is required to achieve a satisfactory level of performance
<b>Prerequisites:</b>	Admission to the PhD with Coursework (Management and Marketing) Program.
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>
<b>Contact:</b>	Prof Peter Gahan: <a href="mailto:peter.gahan@unimelb.edu.au">peter.gahan@unimelb.edu.au</a> (mailto:peter.gahan@unimelb.edu.au) Dr Anish Nagpal: <a href="mailto:anagpal@unimelb.edu.au">anagpal@unimelb.edu.au</a> (mailto:anagpal@unimelb.edu.au)
<b>Subject Overview:</b>	This module-based subject introduces doctoral students to specific key methods and techniques commonly used in management and marketing research. It consists of a rolling set of topics/modules across the year. Modules vary from year to year and are specifically applied to management and marketing research. Modules are on such topics as the: development and conducting of research interviews; multivariate analytic techniques; experimental design and methods; historical analysis; international research; and discourse analysis. Please consult the subject coordinator for the current years module offerings.
<b>Learning Outcomes:</b>	<ul style="list-style-type: none"> <li># Develop research methods skills at the start of students' candidature</li> <li># Develop effective research methods for the students' thesis research project</li> <li># Provide structured guidance to produce a first draft of the methods section of the confirmation research proposal</li> </ul>
<b>Assessment:</b>	2500 word written assignment due end of Semester 1 (25%); 20 minute in-class presentation due end of Semester 1 (20%); Two written assignments totalling 2500 words due end of Semester 2 (25%); 20 minute in-class presentation due end of Semester 2 (20%); and Contribution to seminar discussions throughout the semester (10%). Note: This subject is assessed on a Pass-Fail basis; it is a requirement of confirmation that students achieve a Pass in this subject.
<b>Prescribed Texts:</b>	None
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	On successful completion of this subject, students should have improved the following generic skills:

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- # Problem solving skills, which should be enhanced through the study of research design and research methods;
  - # Writing skills appropriate for the preparation of academic articles and research reports in Management and Marketing, including the doctoral thesis;
  - # Analytical skills, which should be developed through the evaluation of quantitative and qualitative empirical research literature.