

## 325-711 Research Methods in Mgmt & Mktg#

<b>Credit Points:</b>	12.50
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2009, This subject commences in the following study period/s: Semester 1, - Taught on campus. Semester 2, - Taught on campus.
<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: Not available
<b>Prerequisites:</b>	Admission to the PhD with Coursework (Management) Program.
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	<p>&lt;p&gt;For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.&lt;/p&gt; <p>&lt;p&gt;It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p> </p>
<b>Coordinator:</b>	Prof Anne-Wil Harzing
<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. Students are required to select a minimum of eight modules drawn from a broader menu; this allows students to tailor the subject to their own research interests and needs. 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>Objectives:</b>	<ul style="list-style-type: none"> <li># To enable doctoral students in Management and Marketing to develop research skills at the start of their candidature and during their course;</li> <li># To assist doctoral students in Management and Marketing to develop effective research methods for their thesis research project; and</li> <li># To prepare doctoral students for an academic career in Management and Marketing.</li> </ul>
<b>Assessment:</b>	This subject is marked on a Pass/Fail only basis. Module based assignments not exceeding 4000 words (40%), contribution to seminar discussion (10%), and take home examination not exceeding 5000 words (50%). 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>

**Generic Skills:**

On successful completion of this subject, students should have improved the following generic skills:

- # 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, including the doctoral thesis; and
- # Analytical skills, which should be developed through the evaluation of quantitative and qualitative empirical research literature.