

MGMT90035 Research Methods in Mgmt & Mktg

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. Semester 2, Parkville - Taught on campus.
Time Commitment:	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
Prerequisites:	Admission to the PhD with Coursework (Management) Program
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	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: http://www.services.unimelb.edu.au/disability/
Coordinator:	Assoc Prof Prakash Singh
Contact:	Department of Management and Marketing Level 10, 198 Berkeley Street The University of Melbourne Phone: (+61 3) 8344 4481 Fax: (+61 3) 9349 4293
Subject Overview:	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.
Objectives:	<ul style="list-style-type: none"> # Develop research methods skills at the start of students' candidature # Develop effective research methods for the students' thesis research project # Provide structured guidance to produce a first draft of the methods section of the confirmation research proposal
Assessment:	Module based assignments not exceeding 4000 words (40%) Contribution to seminar discussion (10%) Take home examination not exceeding 5000 words (50%). Note: This subject is assessed on a Pass-Fail basis; it is a requirement of confirmation that students achieve a Pass in this subject.
Prescribed Texts:	None
Breadth Options:	This subject is not available as a breadth subject.

Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"># 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;# Analytical skills, which should be developed through the evaluation of quantitative and qualitative empirical research literature.