

MGMT90034 Research Decisions in Mgmt & Mktg

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2014, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	Contact Hours: One 3-hour seminar per week 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 and Marketing) 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/
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Subject Overview:	This subject introduces doctoral students to key topics and decisions relevant to research in the management and marketing domain, and to specific expectations of the Department. Topics will include but not be limited to: the nature of management and marketing as a field of study; history of management as a discipline; philosophy of science and epistemology (i.e., different ways of investigating organisational phenomena); alternative research paradigms and strategies (i.e., different ways of conducting management research); theoretical issues: nature of theory; creating/constructing new theory and building upon existing theory; ethical issues in management research: e.g., engagement with research subjects; and ethics committee approval process.
Learning Outcomes:	<ul style="list-style-type: none"> # Introduce research in different areas of Management and Marketing. # Explain how to conduct a literature review. # Create an appreciation for the philosophy of science and epistemology # Explain the nature of theory; creating/constructing new theory and building upon existing theory # Explain alternative research paradigms and strategies # Create awareness of ethical issues in management and marketing research: e.g., engagement with research subjects; ethics committee approval process # Provide structured guidance to produce a first draft of the theory/literature section of the confirmation research proposal
Assessment:	5000 word assignment due end of semester (50%); Contribution to seminar discussions throughout semester (10%); and 20 minute in-class presentation, due end of semester (40%). 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 epistemology;# Writing skills appropriate for the preparation of a research proposal and thesis;# Analytical skills, which should be developed through the evaluation of theoretical and empirical research literature.
Related Course(s):	Doctor of Philosophy - Business and Economics