

School / Faculty: Federation Business School

Course Title: MANAGERIAL RESEARCH METHODS

Course ID: BUMGT2602

Credit Points: 15.00

Prerequisite(s): (At least 90 credit points from ANY subject-area at any level)

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 080301

Grading Scheme: Graded (HD, D, C, etc.)

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	■	■	■	■
Intermediate	■	■	✓	■	■	■
Advanced	■	■	■	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Identify the role of research in strategic planning and business decision-making
- K2.** Compare and contrast appropriate research design and methodologies
- K3.** Evaluate ethical issues in research
- K4.** Explain the process of conducting a research project
- K5.** Identify the application, presentation and interpretation of qualitative and quantitative data in managerial research

Skills:

- S1.** Use appropriate research methods for different types of management problems
- S2.** Apply appropriate research designs and methods to the conduct of research projects
- S3.** Evaluate published managerial research reports and papers by conducting a literature search and review
- S4.** Present the results of a management research plan and proposal via oral and/or written communication with confidence and autonomy

Application of knowledge and skills:

Course Outline (Higher Education)

BUMGT2602 MANAGERIAL RESEARCH METHODS

- A1.** Transfer and apply management research skills to new situations
- A2.** Identify the role of applied research in management and the contribution that research makes to innovation in business and management practice
- A3.** Apply general research principles to management research practices

Course Content:

The area of managerial research methods, applied to organisations, covers the formulation of applied research plans and the development of research proposals. More specifically consideration is given to how research methods are applied in an academic and consultant context to more effectively meet organisational and academic research goals.

Values and Graduate Attributes:

Values:

- V1.** Value the role of applied research in management and the contribution that research makes to innovation in business and management practice
- V2.** Advocate the role that research can play in improving organisational effectiveness
- V3.** Appreciate the decisions involved in the research process
- V4.** Value ethical approaches to research

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Attribute	Brief Description	Focus
Knowledge, skills and competence	The confidence gained from the contemporary management research challenges of this course, will motivate graduates to seek out further opportunities to apply and develop their skills.	Low
Critical, creative and enquiring learners	Contemporary management research theory will contribute to the rounding of the student's management education, providing them with the knowledge and confidence to make or contribute to independent, valid and reliable business decisions.	Medium
Capable, flexible and work ready	Graduates of this course will feel empowered to engage in and contribute to constructive dialogue with managers and other primary decision-makers in their workplace or community.	Low
Responsible, ethical and engaged citizens	This course will ensure that students make decisions that are equally informed by considerations of ethics and corporate social responsibility.	Medium

Learning Task and Assessment:

Course Outline (Higher Education)

BUMGT2602 MANAGERIAL RESEARCH METHODS

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1,K2 S1,S2,S4 A1	Formulating a research question and brief literature review	Research Plan	20-30%
K2,K3,K4,K5 S2,S3,S4 A1,A2,A3	Develop and present the components of a research proposal - literature search, sampling, analysis	Group Project: Oral presentation and written report	30-40%
K3,K4,K5 S1,S2 A1,A2,A3	Evaluate current theory and issues in managerial research methods	Exam	30-50%

Adopted Reference Style:

APA