



UNIT OUTLINE

Managerial Research Methods

UNIT CODE & TITLE	JN602 Managerial Research Methods
AUTHOR	Michael Pearlman, Peter Oppenheim, Christine O'Connor, Lindon Marks
SCHOOL	School of Business
COURSE	Bachelor of Management
PREREQUISITE(S)	Successful completion of at least six units in the course
COREQUISITE(S)	Nil
DURATION	One teaching period
CREDIT POINTS	15

OBJECTIVES

This unit aims to equip students with skills to identify problem areas in organisational settings and to understand the planning, design, conduct and the interpretation of various types of managerial research. Emphasis will be given to research in general management, human resources management, marketing and tourism situations. At the conclusion of this unit students should be able to:

Knowledge

- understand the role of research in strategic planning and business decisions
- understand ethical issues in research
- identify appropriate research design and methodologies
- understand the process of conducting a research project
- understand the application presentation and interpretation of numeric data in managerial research
- understand how to manage commissioned research projects
- understand how to evaluate managerial research

Skills

- identify appropriate research methods for different types of management problems
- conduct a literature search and review
- critically evaluate published managerial research reports and papers
- advise management about research needs and benefits
- use a software package for presentation of numeric data
- write and present a research report

Values/Attitudes

- value the role of applied research in management and the contribution that research makes to innovation in business and management practice.
- advocate the role that effective research can play in improving organisational effectiveness
- appreciate the decisions involved in the research process
- value ethical approaches to research

CONTENT

- Introduction to research and the role of business research in the decision making process
- Identifying the research problem; the research process
- Introduction to various methodologies; ethical issues
- The literature review; document and content analysis
- Qualitative research: interviewing
- Qualitative research: workshop techniques; Action Research
- Qualitative research: observational techniques; case studies
- Quantitative research: data collection and survey research
- Quantitative research: presentation of graphical and numeric data
- Quantitative research: managerial interpretation of numeric data
- Writing research reports and research proposals; commissioning and managing a research project
- Evaluation of research and research reports

LEARNING TASKS AND ASSESSMENT

Learning tasks	Assessment	Weighting
Individual Assignment		30%
Group Research Report	Presentation and Written Report	40%
	Examination	30%

METHODOLOGY

Class sessions will include lectures and practical workshops. The workshops will be used for practical exercises and discussion to clarify and apply concepts, ideas and issues raised in lectures.

REFERENCES

- Cassell, C. & Symon, G. (1995). *Qualitative methods in organisational research: A practical guide*. London: Sage.
- Davis, D. & Cosenza, R.M. (1996). *Business research for decision making*. (3rd ed.). Belmont, California: Wadsworth Publishing Company.
- Mason, J. (1997). *Qualitative researching*. London: Sage.
- Monette, D., Sullivan, T. & DeJong, C. (1990). *Applied social research*. (2nd ed.). New York: Holt, Rinehart and Winston.
- Neuman, W.L. (1996). *Social research methods: Qualitative and quantitative approaches*. (3rd ed.). New York: Allyn & Bacon.
- Ritchie, J.R.B. & Goeldner, C.R. (1994). *Travel, tourism and hospitality research*. (2nd ed.). New York: John Wiley.
- Sekaran, U. (1990). *Research methods for business*. (2nd ed.), John Wiley & Sons.
- Shaughnessy, J.J. & Shaughnessy, E.B. (1995). *Research methods in psychology*. New York: McGraw Hill International.
- Veal, A.J. (1992). *Research methods for leisure and tourism: A practical guide*. Harlow: Longman.