

**Course Outline 2017**  
**BUSINESS 704: QUANTITATIVE RESEARCH METHODS (15 POINTS)**  
**Semester 1**

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**Course Prescription**

Students will become familiar with underlying theory and current best practice in quantitative research through discussion and application of topics including measurement, design (including survey design), and computer-based data analysis.

**Programme and Course Advice**

This course is designed for research students who want to conduct behavioural research in organizations. Students who are interested in other quantitative research methods, for instance, modelling, data mining, big data and econometrics, should consider taking other courses, such as FINANCE 705, 706, INFOSYS 722, OPSMGT 752, ECON 721, 723.

*Restriction:* MKTG 703, 704

**Goals of the Course**

This course is designed to provide students with an overview of quantitative research methodology applicable to the investigation of organizational phenomena. It is intended to introduce the fundamental skills and concepts needed to design and conduct behavioural research for research degree students and to enhance the students' ability to evaluate the research of others.

**Learning Outcomes**

By the end of this course it is expected that the student will be able to:

1. understand the underlying theory in quantitative methods for behavioural research;
2. understand the current best practices in quantitative methods for behavioural research;
3. evaluate critically other empirical research that adopt quantitative methods;
4. develop thorough procedures for conducting quantitative studies for behavioural research; and
5. write testable hypotheses, methods and results sections of a quantitative research paper.

**Content Outline**

**Note:** Please note that this course will be offered in an intensive mode from Week 19 to Week 24 with 2 meetings per week

Week 1	Basic Concepts in Quantitative Research
Week 1	Procedures for Quantitative Research
Week 2	Conceptualization, Operationalization, and Measurement
Week 2	Reading and Writing Hypothesis, Methods and Results Sections
Week 2/3	SPSS Tutorial (To be arranged)
Week 3	Sampling
Week 3	Elementary Data Analyses
Week 4	Modes of Observation: Experiments & Survey Research
Week 4	Correlation and Simple Regression
Week 5	Unobtrusive Research and Evaluation Research
Week 5	ANOVA and Multiple-regression
Week 6	Introduction to Path Analysis, Exploratory Factor Analysis and Structural Equation Modeling

## Learning and Teaching

To achieve the objectives of the course a variety of teaching approaches will be utilised including lectures, class discussions, written assignments, and presentations. The class typically meets for three hours a week. Students are expected to use at least six additional hours each week reading and preparing for class. Active participation is essential, and students will be expected to master material assigned in readings, presented in class lectures, discussions, presentations, assignments and in their proposed research plans.

## Teaching Staff

### Gordon Cheung

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## Learning Resources

**The required textbook for this course is:** To be confirmed on 1 April 2017

## Assessment

Participation	20%
Data Analysis	30%
Proposed Research Plan	50%
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Total	100%

The broad relationship between these assessments and the course learning outcomes is as follows:

Learning Outcome	Participation	Data Analysis	Proposed Research Plan
1	X	X	X
2	X	X	X
3	X	X	X
4		X	X
5			X

### **Participation (20%)**

Students are expected to have read all the reading materials before coming to the class. They are also supposed to actively participate in the class discussions. Grades will be determined by an evaluation of student performance by the instructor. The quality of contributions will be monitored. It should be noted that students must contribute actively in discussions to receive passing grades for participation. The active contribution will be assessed on quality, not quantity. Active participation involves:

- Being fully prepared;
- Showing engagement with the material;
- Offering insightful comments and questions;
- Building on others' contributions;
- Giving constructive criticism of others' contributions;
- Contributing to the shaping of the discussion;
- Integrating what others have said;
- Effective and brief communication

### **Data Analysis (30%, each carries 10% of final grade)**

You need to reanalyse a set of simulated data for each assignment and write the "Methods" and "Results" sessions. Each assignment will carry 10% of your final grade.

### **Proposed Research Plan - Hypothesis, Measurement, Design and Analytical Methods (50%)**

(First draft (20%) due on 29 May, Final submission (30%) due on 16 June)

A major purpose of this class is to help you develop testable hypothesis, measurement, design and analytical methods. In the submission, you'll design an empirical investigation in which you test conceptual or substantive hypotheses that interest you. The submission must reflect what you have learnt from the class. The hypotheses can deal with accounting, marketing, information systems, or management theories – whatever your discipline is. The hypotheses must reflect that your study is a behavioural study, which involves constructs such as attitudes, perceptions, values, personalities, behavioural intentions and behaviours. Other non-behavioural constructs such as performance measures can also be included. The hypotheses must be based on a careful, exhaustive review and analysis of published literature. That analysis will also

contain a comprehensive methodological critique of existing literature using the principals we cover in class.

Submissions should include traditional *Literature Review*, *Conceptual Analysis*, and *Hypotheses* sections. The *Literature Review* and *Conceptual Analysis* can be brief for the purpose of this submission. Your submission must also contain a complete *Methods* section. This section must include all of the important choices you made about how to conduct your research, and the corresponding rationales for those choices. It must also include most of the details of your proposed procedure. The methods should be spelled out so clearly that another graduate student could pick up your work and know how to carry out your research. Following the *Methods*, your submission must contain an *Analysis* section as a substitute for the typical *Results* section. In this section, you should carefully describe how you will analyze the data from your research design in a way that clearly tests your hypotheses.

All submissions must be prepared according to the dissertation format prescribed by the Graduate School. You may also refer to the *American Psychological Association (APA) Publication Manual, 7<sup>th</sup> Edition*, or by the Style Guide for the *Academy of Management Journal* ([http://aom.org/uploadedFiles/Publications/AMJ/AMJ%20Style%20Guide\(1\).pdf](http://aom.org/uploadedFiles/Publications/AMJ/AMJ%20Style%20Guide(1).pdf)). The text of the submission (i.e., not counting tables, figures, appendices and references) should not exceed 15 pages of double-spaced, Times New Roman 12-pitch font, with 1-inch margin on each side. You may also find the Information for Contributors on the *Academy of Management Journal* website useful (<http://aom.org/Publications/AMJ/Information-for-Contributors.aspx>).

You will receive comments from me on the first draft of your submission. My evaluations of your submission will largely follow the *Academy of Management Journal's* Reviewer Evaluation Form (<http://amj.aom.org/site/misc/ReviewerEvaluationForm.pdf>). Then you'll have about 2 weeks to revise and resubmit your submission. When you hand in your final submission, you need to include a summary of changes you have made to your submission in response to each of my comments. This process is simulating the journal paper submission process that you will encounter in your future academic career.

## **Academic Integrity**

Attention is drawn to University policy and regulations on honesty and integrity in academic work, and to the disciplinary guidelines and procedures applicable to breaches of such policy and regulations. Details may be found at <https://www.auckland.ac.nz/en/about/learning-and-teaching/policies-guidelines-and-procedures/academic-integrity-info-for-students/about-academic-integrity.html>

Students are required to submit a statement that they are aware of these policies, regulations, guidelines and procedures with each version of the proposed research plans.

## **Student Feedback**

Feedback will be sought at the end of the course. Any other feedback about the course can be given to the instructor at any time either face to face, by email or by anonymously placing feedback in the instructor's letter box.