

**Course Outline 2017**  
**PROPERTY 701 RESEARCH METHODS FOR PROPERTY**  
**Semester 1 (1173)**

---

**Course Prescription**

A core course for all postgraduate students. Introduction to quantitative and qualitative research techniques and research design. Assists students to think critically when designing a research study.

**Programme and Course Advice**

Restriction: MKTG 703, 704

**Goals of the Course**

The objective of this course is to provide students with an understanding of qualitative and quantitative research methods and their application to property analysis. You will learn about the basic principles of research through to survey design and analysis and interpretation of data using different statistical techniques.

**Learning Outcomes**

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

1. understand conventional concepts of research process;
2. conduct critical evaluation of appropriate research material;
3. demonstrate an understanding of various research approaches relevant to property discipline;
4. conduct independent research; and
5. draft a research article.

**Content Outline**

- |         |  |
|---------|--|
| Week 1  | Course overview; Scientific approach to research |
| Week 2  | Problem definition                               |
| Week 3  | Review of literature                             |
| Week 4  | Framework development; Research design           |
| Week 5  | Measurement of variables                         |
| Week 6  | Data analysis in SPSS (Tutorial)                 |
| Week 7  | Data analysis in SPSS (Assessment)               |
| Week 8  | Reliability and validity                         |
| Week 9  | Questionnaire design                             |
| Week 10 | Sampling design                                  |
| Week 11 | Qualitative research methods and data analysis   |
| Week 12 | Assignment 2 presentation                        |

**Learning and Teaching**

This course is comprised of both internal and external assessments (exam). Internal assessments contribute 50% of your overall grade. During the semester you will submit two assignments that contribute 45% towards your final grade. In addition you will be given an assessed exercise to test your data analysis skills in SPSS. Exam is comprehensive and will include short answer and essay type questions.

## Teaching Staff

### Dr Olga Filippova

Office: 528, The Owen G Glenn Building

Ext: 86289

Email: o.filippova@auckland.ac.nz

## Learning Resources

Prescribed textbook:	Cavana, R. Y. (2001) Applied business research : qualitative and quantitative methods (Milton, Qld.: John Wiley & Sons Australia)
Recommended books:	Kerlinger, F.N. (2000) Foundations of behavioral research (Fort Worth, TX: Harcourt College Publishers) Beach, D.P. (1992) Handbook for scientific and technical research (Englewood Cliffs, N.J.: Prentice Hall) Carmines, G.E. (1979) Reliability and validity assessment (Beverly Hills, Calif.: Sage Publications) Strunk, W. (1979) The elements of style (New York : Macmillan)
Cecil:	Much of the coursework shall be posted on Cecil. Assignments will be distributed on Cecil.

## Content Outline

Wk	Date	Topic	CAVANA Readings	Notes
1	9/3	Course overview; Scientific approach to research		
2	16/3	Problem definition; Intro to digital databases; reference management software and lit search	Ch. 1,2,3	BYOD
3	23/3	Review of literature	Ch. 3	
4	30/3	Framework development; Research design	Ch. 4, 5	
5	6/4	Measurement of variables;	Ch. 8	
6	13/4	Analysing data using SPSS	Ch. 13, Append.1	Online tutorial; Assignment 1 due 13/4
Mid-semester break (14/04 – 29/04)				
7	4/5	Analysing data using SPSS (Assessed exercise)		Exercise due 4/5
8	11/5	Reliability and validity	Ch. 9	
9	18/5	Questionnaire design	Ch. 10	
10	25/5	Sampling design	Ch. 11	
11	1/6	Qualitative research methods and data analysis	Ch. 6, 7	
12	8/6	Assignment 2 presentation		Assignment 2 due 8/6

## Assessment

Due date	Type	Weighting	Learning Outcomes Addressed
12/4	Assignment 1 (Literature review)	20%	2
4/5	Assessed exercise (Analysing data using SPSS)	5%	2, 3
8/6	Assignment 2 (Research article)	25%	4, 5
	Exam	50%	1, 3
Total		100%	

## Assignment guidelines:

- The assignments for this course are designed to help you build-up a review of literature and draft a research article in your area of interest. Both assignments serve as an exercise to help you better understand the process of scientific research.
- Assignment 1 is to be turned in on the assigned due date. In addition, an electronic copy (MS Word or PDF) of the assignment needs to be submitted to Turnitin via Canvas. Late assignments will incur a penalty. Extensions are granted in special circumstances (e.g. illness).
- Your assignment must be typed double-spaced with 10- or 12-point font and printed on both sides of the page.
- Use a formal, scientific writing style. Spelling and grammar errors will lower your grade. You're encouraged to get editing help, particularly if you're not accustomed to scientific writing. Examples of this style can be found in academic articles used in your literature review.
- All citations should be stored and managed in a RefWorks library. This is a web based tool for storing and managing bibliographic references. For more information on RefWorks go to:  
<http://www.library.auckland.ac.nz/refworks/index.htm>
- Reference list for assignments should be generated with RefWorks. In-text citations and reference list must follow the APA (American Psychological Association) referencing style, the style recommended for the Faculty of Business and Economics. For a brief guide to the style see:  
[https://www.library.auckland.ac.nz/subject-guides/bus/topicguides/apa\\_for\\_business.htm](https://www.library.auckland.ac.nz/subject-guides/bus/topicguides/apa_for_business.htm)

## INCLUSIVE LEARNING

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with the course lecturer.

## STUDENT FEEDBACK

- Students evaluated this course last year and their feedback indicates that assignments and activities helped them learn and supported the aims of the course. They also believed that their skills would help them with their research for dissertation/thesis. To help with their learning, students indicated that they would like a set of lecture notes/PowerPoint slides to follow concepts presented in class. I will be providing lecture notes prior to each meeting on Cecil.
- You will have an opportunity to provide a formative mid-course evaluation and complete a student evaluation at the end of teaching. I encourage everyone to take time and provide feedback on the course so we can continually improve the quality of the course.

## In the event of an unexpected disruption

We undertake to maintain the continuity and standard of teaching and learning in all your courses throughout the year. If there are unexpected disruptions the University has contingency plans to ensure that access to your course continues and your assessment is fair, and not compromised. Some adjustments may need to be made in emergencies. In the event of a disruption, the University and your course coordinators will make every effort to provide you with up to date information via Canvas and the university web site.

## **COPYRIGHT WARNING NOTICE**

The course materials are protected by copyright. You may not sell, alter or further reproduce or distribute any part of this course pack/material to any other person. Where provided to you in electronic format, you may only print from it for your own private study and research. Failure to comply with the terms of this warning may expose you to legal action for copyright infringement and/or disciplinary action by the University.

## **CHEATING AND PLAGIARISM**

The University of Auckland regards cheating as a serious academic offence.

Plagiarism is a form of cheating. In coursework assignments submitted for marking, plagiarism can occur if you use the work and ideas of others without explicit acknowledgment. Work can be plagiarised from many sources, including books, journal articles, the internet, and other students' assignments. A student's assessed work may be reviewed against electronic source material using computerised detection mechanisms. Upon reasonable request, students may be required to provide an electronic version of their work for computerised review.

The way of avoiding plagiarism is to reference your work properly. If you are in doubt about how to reference properly, ask someone – your lecturers, tutors and the Student Learning Centre are good places to start. Please refer to the following website for further information about academic referencing: [www.cite.auckland.ac.nz/](http://www.cite.auckland.ac.nz/)

The document *Guidelines: Conduct of Coursework* provides further advice on how to avoid plagiarism. It can be found at: [www.business.auckland.ac.nz/conductcoursework](http://www.business.auckland.ac.nz/conductcoursework)

The penalties for plagiarism can be severe, including losing some or all of the marks for the assignment. Major offences can be sent to the University's Discipline Committee, where further penalties can be imposed.

## **THIRD PARTY ASSISTANCE WITH COURSEWORK**

While you are encouraged to improve your coursework writing skills and are permitted to seek assistance from third parties you are advised that there are important limits on the amount and type of assistance that can be given to you in completing your assignments, including group work. Third parties include fellow students, reading groups, friends, parents, SLC tutors, and paid-for professional editing services.

There is a set of guidelines which clearly indicates the type of advice and assistance that can be given. If you are seeking the assistance of any third party you are required to give a copy of the guidelines to the person prior to them helping or assisting you.

You are also required to only seek and accept help using a printed version of your work, not an electronic version. You must keep a copy of this printed version and produce it if required.

A copy of the guidelines is available at: [www.business.auckland.ac.nz/thirdpartyassistance](http://www.business.auckland.ac.nz/thirdpartyassistance)

## **HELP WITH ACADEMIC REFERENCING**

Acknowledgement of sources is an important aspect of academic writing. The University's Referen@ite website [www.cite.auckland.ac.nz](http://www.cite.auckland.ac.nz) provides students with a one-stop online resource for academic referencing needs. Referen@ite explains the essentials of referencing and how to avoid plagiarism. It also includes practical tools to help students reference correctly, use references effectively in writing, and gives fast access to some major reference formats with examples.