



## **Course Outline 2015**

### **BUSINT 701: APPLIED RESEARCH DESIGN (15 POINTS)**

#### **Quarter 2 (1154)**

---

#### **Course Prescription**

Focuses on the principles and practices of applied research. Topics covered will include the ethics of research activities, how a topic might be investigated from multiple approaches and philosophical perspectives, and the key components of an applied business research project.

#### **Programme and Course Advice**

Prerequisite: BUSMGT 741-744 with at least a B average

Restriction: BUSINESS 704, BUSMKT 701

#### **Goals of the Course**

The focus of the course is on developing students' skills for:

- Understanding the role of research in business;
- Understanding the research process and an overview of issues related to research design;
- Understanding particular themes and prescriptions that have influenced scholars and their research; and
- Developing a research proposal for an applied business research project.

#### **Learning Outcomes**

By the end of this course, you will be able to:

1. Analyse and formulate research questions and hypotheses;
2. Identify the major types of research designs; .
3. Understand the strengths and weaknesses of research methods and techniques;
4. Analyse and interpret research data in appropriate ways;
5. Critically evaluate research reports and research completed by others;
6. Effectively design a research proposal.

#### **Learning and Teaching**

The course is taught on the city campus and comprises of ten weeks of classes. Sessions will include approximately five hours of contact time each week, including formal lectures by faculty, participative discussions of readings, in-class workshops and exercises. In addition, students are expected to devote around 10 hours in private and group study of course materials. Students are required to read the assigned readings before the class, and participate actively in class discussions and activities. The course uses activities based on readings and discussion analysis of applied business research projects. To maximise learning on the course, students must come fully prepared each week. For classes in which discussions are required, you are expected to have fully prepared for the discussion. This means that you have read the material carefully and identified issues relevant to your own proposal and research areas.

## Teaching Staff

Dr. Carla Houkamau  
Department of Management and International Business  
[c.houkamau@auckland.ac.nz](mailto:c.houkamau@auckland.ac.nz)

Audrea Warner  
[audrea.warner@auckland.ac.nz](mailto:audrea.warner@auckland.ac.nz)

## Learning Resources

Prescribed text: Bryman, A. and Bell, E. (2011). Business Research Methods 3<sup>rd</sup>. Ed. Oxford University Press. **Optional readings may be found on the BUSINT 701 Course Page which can be accessed via CECIL. In cases when these readings are recommended, you will be advised in class.** Power-point presentations that are used in class will be made available after the respective session.

## Content Outline

1. Introduction to Applied Business Research.
2. Research Methods: An overview.
3. Business research requirements: Client needs analysis and working with stakeholders.
4. Planning and designing a research project: Ethical Considerations.
5. Understanding Data - Primary and Secondary: Critically evaluating research.
6. Secondary Data Sources and Internet Research Methods. Report Writing.
7. Interview Methods.
8. Interpreting Data: Tools and techniques.
9. Organising interview data.
10. Developing recommendations and communicating effectively.

## Assessments

Assessment 1 - Assignment	20%
Assessment 2 – Term Test	20%
Assessment 3 - Interviewing Skill Assessment	20%
Assessment 4 - Proposal Presentations	30%
Assessment 5 - Research Proposal Report	10%

Total 100%

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

Learning Outcome	Assessment 1 Client Analysis	Assessment 2 Term Test	Assessment 3 Interview Skills	Assessment 4 Presentation	Assessment 5 Report
1	x			x	x
2		x		x	x
3		x		x	x
4	x		x	x	x
5	x	x		x	x
6				x	x

## Content Outline

Lecture	Topic
1	Introduction to Applied Business Research.
2	Research Methods: An overview. Internship Projects (Review). Client needs analysis and working with stakeholders (1).
3	Business research requirements. Client needs analysis and working with stakeholders (2).
4	Planning and designing a research project. Ethical Considerations.
5	Understanding Data - Primary and Secondary. Critically evaluating research based information. Report Writing (1)
6	Secondary Data Sources and Internet Research Methods Using Library resources. Organising Secondary data. Report Writing (2)
7	Interview Methods (1)
8	Interview Methods (2)
9	Interpreting Data: Tools and techniques. Organising interview data. Developing recommendations and communicating effectively.
10	Course Review

## **Inclusive Learning**

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

## **Student Feedback**

The course is designed based on prior experience of designing and delivering management courses. Formal feedback will be sought about your experience towards the end of the course and fast feedback will be sought during the quarter. Any other feedback about the course can be given to the lecturer.