



School of Applied Business
Master of Applied Business- MAB

BSNS8004– Business Research Methods
Assignment 2: Methodology critique

Semester 2, 2024

| | | | |
|--|---|-----------------------|--------------------------|
| Date Issued: | 26 th Feb 2024 | | |
| Due date and time: | Week 10: 24 Sep at 5 pm | | |
| Delivery: | Turnitin via Moodle | | |
| Total Marks: | 100 | | |
| Weighting: | 20% | | |
| Expected number of hours to spend on this assessment: | 22 | | |
| Word limit: | Maximum 1,500 words | | |
| Instructions: | Complete this cover sheet and attach it to your assignment. Collusion, copying or plagiarism may result in disciplinary action. | | |
| Lecturer: | Mitra Etemaddar | | |
| Individual declaration: | I confirm that: <ul style="list-style-type: none">• My submission is original and entirely my own work.• Where I have used ideas, tables, diagrams etc. of other writers, I have acknowledged the source in every case using APA7 style.• My submission has not been submitted as assessed work for any other academic course.• Students may be required to answer any questions to validate the authenticity of the assessment. | | |
| Student name: | Student ID: | Specialisation | Student Signature |
| | | | |

This Assignment relates to the following Learning Outcomes:

2. Critique and evaluate a range of qualitative and quantitative business research methods.

Aim of the Assignment

The aim of this assignment is to develop a critical understanding of the strengths and limitations of quantitative and qualitative research designs, and to apply this knowledge to develop an appropriate research design to address their research question developed in assignment 1. By completing this assignment, students will be able to develop an informed perspective on the appropriate use of quantitative and qualitative research approaches, and to identify the key considerations involved in designing and conducting rigorous and ethical research. This is the second part of the 'Research Proposal' necessary for the BSNS9000 industry research project.

Assignment Instructions

Using the '**Bell, E., Bryman, A., & Harley, B. (2022) Business research methods**' textbook, as a guide:

1. State and interpret your research question developed in assignment 1.
2. Evaluate the strengths and weaknesses (e.g. suitability) of quantitative and qualitative research designs to address your research question(s). Compare and contrast the key differences. You must explain why one design is more appropriate than another.
3. Discuss in detail what sampling methods, data collection procedures, and analysis techniques you plan to use, along with justification of their selection.
4. Discuss the ethical considerations for your chosen data collection methods, including issues related to informed consent, confidentiality, and the protection of participants.
5. Explain the limitations of your chosen research design.
6. All arguments and justifications must be based on the academic literature.
7. Use referencing software (e.g. Zotero), which is a powerful tool for researchers as it saves time, reduces errors, improves accuracy, and streamlines the writing process. By using referencing software, you can focus on your research and writing, without worrying about the details of formatting references and citations.
8. All sources must be acknowledged and properly referenced using APA 7th style.

For this assessment, you are not allowed to use Generative Artificial Intelligence (Gen AI) tools such as ChatGPT, Bard, Grammarly Go etc for **any purpose**, including summarising texts on the subject. You may continue to use:

- spelling/grammar checkers, e.g., Microsoft spell-check, and Grammarly.
- referencing software, e.g., Endnote, Zotero and Mendeley

Engaging with Gen AI for this assessment constitutes, and will be treated as, a breach of academic integrity.

Please refer to the **Grading Rubric** on the mark allocation and as a guide to ensure you satisfy the criteria for the Assignment.

Note:

- The word limit is to guide you on the length required. Marks may be deducted for exceeding the word limit.
- Ensure APA 7th referencing style is used to acknowledge all sources. For guidelines on the APA 7th style go to <http://libguides.unitec.ac.nz/apareferencing> .
- Formatting should be Calibri 12 pt font / 1.5 line spacing, with all pages numbered.
- Ensure that the Assessment Cover Page is completed, signed and attached.
- Written report should be professional, grammatically correct with no spelling errors, therefore, proof-read your report thoroughly, more than once.
- Please note Unitec's late assessment policy detailed in the Course Information Sheet on Moodle.

Help with your Assignment

To do the best that you can do on this assignment you may:

- Talk it over with your lecturer, or Academic Programme Manager.
- Visit the "Ask Me" desk in Te Puna (B180, Level 1) to book learning advice and support or Ph 0800 10 75 10, email learningadvisors@unitec.ac.nz
- Seek counselling or medical advice at the Medical Centre (B180 Te Puna, level 0). Ph 0800 10 75 10, email studentwellbeing@unitec.ac.nz
- Visit the Maia Marae team (B180, Level 1, Room 1001) for academic support for Māori.
- Visit the Pacific Centre (B180, Level 1) for Pacific Development and Support, or email askpacific@unitec.ac.nz
- Contact the Student Support service about general advice and support studentsupport@unitec.ac.nz phone 0800 10 75 10.
- Contact the Student Advocate service to raise a concern about your learning experience studentadvocate@unitec.ac.nz phone 0800 84 48 32.
- Visit the Access4Success team (B180, Level 1) if you have a learning disability or email disabilityservices@unitec.ac.nz phone 021 0221 1686.

BSNS8004: Assignment 2 marking rubric

Student Name: _____ Student ID: _____

| Criteria | Excellent | Good | Poor |
|---|-----------|-------|------|
| Clarity, feasibility and relevance of the research question | 9-10 | 5-8 | 0-4 |
| Understanding and explanation of different research designs, properly referenced using APA 7 th style | 13-15 | 8-12 | 0-7 |
| Justification of chosen research design, properly referenced using APA 7 th style | 18-20 | 10-17 | 0-9 |
| Detail and justification of sampling and data collection methods, properly referenced using APA 7 th style | 13-15 | 8-12 | 0-7 |
| Detail and justification of data analysis techniques, properly referenced using APA 7 th style | 9-10 | 5-8 | 0-4 |
| Discussion of ethical considerations, properly referenced using APA 7 th style | 9-10 | 5-8 | 0-4 |
| Identification of limitations of the research design, properly referenced using APA 7 th style | 9-10 | 5-8 | 0-4 |
| Writing style and organization | 9-10 | 5-8 | 0-4 |

Total out of 100:

Further comments: