KING'S OWN INSTITUTE*

Success in Higher Education

MBA905-O Research Principles and Methodologies (Online) Brief

All information in the Subject Outline is correct at the time of approval. KOI reserves the right to make changes to the Subject Outline if they become necessary. Any changes require the approval of the KOI Academic Board and will be formally advised to those students who may be affected by email and via Moodle.

Information contained within this Subject Outline applies to students enrolled in the trimester as indicated

1 General Information

1.1 Administrative Details

Associated HE Award(s)	Duration	Level	Program Coordinator
MBA	12 weeks	Postgraduate	Dr Shafiqur Rahman shafiqur.rahman@koi.edu.au **Subject Facilitator:** Dr Zoe Drew Zoe.drew@koi.edu.au L: 7-11, 11 York Street Consultation: via Moodle or by appointment

1.2 Core / Elective

This is a core subject for the MBA Degree.

1.3 Subject Weighting

Indicated below is the weighting of this subject and the total course points.

Subject Credit Points	Total Course Credit Points
4	MBA: 48 Credit Points

1.4 Student Workload

Students are expected to spend 120 hours completing this subject, which equates to roughly 10 hours per week over the duration of the subject.

Indicated below is the expected student workload per week for this subject.

Videos and learning materials	Self-directed learning	Assessment preparation
3 hours	3-4 hours	3-4 hours

1.5 Mode of Delivery

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This subject is delivered fully online via KOI's Moodle learning platform. Learning is asynchronous (self-paced), with optional opportunities to engage in online synchronous group sessions (webinars and consultation sessions) at scheduled times. An online facilitator is available for student support and learning guidance.

1.6 Pre-requisites

Nil

1.7 General Study and Resource Requirements

- Students are expected to engage with and complete all learning material and activities as outlined in Moodle.
- Students will require access to the internet and their KOI email and should have basic skills in word processing software such as MS Word, spreadsheet software such as MS Excel and visual presentation software such as MS PowerPoint.
- Physical campuses are available in Sydney and Newcastle with facilities such as computers, WIFI and library materials for students to utilise if desired. Note: this subject is delivered fully online, use of the campus is optional.

Resource requirements specific to this subject: All specific resources required for this subject can be accessed from the subject Moodle website.

1.8 Academic Advising

Academic advising and support services are available to all KOI students. Details and information about how to access these services will be available via Moodle.

2 Academic Details

2.1 Overview of the Subject

MBA905, titled Research Principles and Methodologies, is a comprehensive course that provides an essential introduction to the foundational elements of professional and academic research methodologies, as well as data analysis techniques. This course is meticulously designed to equip students with the necessary skills and knowledge, ensuring they are well-prepared to excel in the demanding research-oriented tasks prevalent in 21st-century enterprises and academic settings.

2.2 Graduate Attributes for Postgraduate Courses

Graduates of Postgraduate courses from King's Own Institute will achieve the graduate attributes expected from successful completion of a Master's degree under the Australian Qualifications Framework (2nd edition, January 2013). Graduates at this level will be able to apply an advanced body of knowledge from their major area of study in a range of contexts for professional practice or scholarship and as a pathway for further learning.

King's Own Institute's generic graduate attributes for a master's level degree are summarised below:

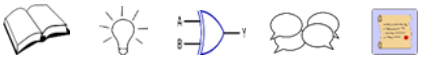
	KOI Master Degree Graduate Attributes	**Detailed Description**

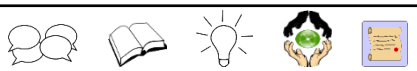
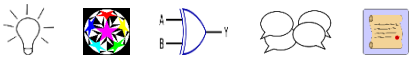
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	Knowledge	Current, comprehensive and coherent knowledge, including recent developments and applied research methods
	Critical Thinking	Critical thinking skills to identify and analyse current theories and developments and emerging trends in professional practice
	Communication	Communication and technical skills to analyse and theorise, contribute to professional practice or scholarship, and present ideas to a variety of audiences
	Research and Information Literacy	Cognitive and technical skills to access and evaluate information resources, justify research approaches and interpret theoretical propositions
	Creative Problem Solving Skills	Cognitive, technical and creative skills to investigate, analyse and synthesise complex information, concepts and theories, solve complex problems and apply established theories to situations in professional practice
	Ethical and Cultural Sensitivity	Appreciation and accountability for ethical principles, cultural sensitivity and social responsibility, both personally and professionally
	Leadership and Strategy	Initiative, leadership skills and ability to work professionally and collaboratively to achieve team objectives across a range of team roles Expertise in strategic thinking, developing and implementing business plans and decision making under uncertainty
	Professional Skills	High level personal autonomy, judgement, decision-making and accountability required to begin professional practice

2.3 Subject Learning Outcomes

Listed below are *key* knowledge and skills students are expected to attain by successfully completing this subject:

Subject Learning Outcomes	Contribution to Graduate Attributes
a) Appraise and compare major research paradigms and the research process.	
B) Apply skills in data collection and analysis using quantitative and qualitative research methods and supported with software tools such as SPSS and NVivo.	

C) Appraise the ethical considerations and processes in research.	
D) Apply skills in accessing and sourcing quality research literature relevant for a research project.	
E) Prepare a research proposal, and plan, execute and present the research proposal.	

2.4 Subject Content and Structure

Below are details of the subject content and how it is structured, including specific topics covered in lectures and tutorials. Reading refers to the text unless otherwise indicated.

Planner:

Week	Weekly Topics	Readings	Assessments
Week 1	Introduction to Research: Purpose of research and emerging research directions, including the use of AI	Alam et al., 2025 Chapter 3 Mezzadri, 2025	
Week 2 02 Nov.	Foundations of Research: Paradigms, methodologies and types of research	Alam et al., 2025 Chapter 2	
Week 3 09 Nov.	The Research Process: From identifying problems to presenting findings	Alam et al., 2025 Chapter 1	
Week 4 16 Nov.	Systematic Literature Reviews (SLR): Impact and Use of AI in SLRs	Alam et al., 2025 Chapter 4 Mtotywa et al., 2026 Tingelhoff, F., 2025	Assessment 1 due
Week 5 23 Nov.	Theoretical frameworks, hypotheses and conceptual frameworks	Alam et al., 2025 Chapter 5	
Week 6 30 Nov.	Qualitative research methods	Alam et al., 2025 Chapter 9	
Week 7 07 Dec.	Quantitative research methods	Alam et al., 2025 Chapter 8	
Week 8 14 Dec.	Populations and Sampling	Alam et al., 2025 Chapter 6	Assessment 2 due

Week 9 04 January	Qualitative data analysis	Alam et al., 2025 Chapter 19	
Week 10 11 January	Quantitative data analysis	Alam et al., 2025 Chapter 17	
Week 11 18 January	Overview of research proposal development part 1.	Cheng et al., 2025 Resnik & Hosseini, 2026	
Week 12 25 January	Overview of research proposal development part 2.	Alam et al., 2025 Chapter 14	Assessment 3 due

2.5 Teaching Methods/Strategies

Briefly described below are the teaching methods/strategies used in this subject:

- *Concept videos* - short (4-10 minute) videos covering key topics in the subject. Watch these to learn about fundamental ideas and concepts.
- *Interactive activities* - provided via Moodle. These support learning by allowing students to engage with the material, check understanding and deepen analysis.
- *Online webinars (optional)* - facilitated by subject matter expert(s) and subject coordinator(s).
- *Online consultation sessions (optional)* - offered weekly for the duration of the subject, the online facilitator will host one-hour consultation sessions for students to raise questions, interact with their peers and get support.
- *Other online resources and support* - readings, web resources, online consultations sessions and similar to support learning.

2.6 Student Assessment

Provided below is a schedule of formal assessment tasks and major examinations for the subject.

Assessment Type	When Assessed	Weighting	Learning Outcomes Assessed
Assessment 1 Research Foundations Portfolio 1000 words	Week 4	**15%**	a, c, d
Assessment 2 Annotated Bibliography 1500 words	Week 8	**35%**	a, b, c, d

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Assessment 3 Proposal defence (including report, presentation and Viva) - 1500 words report - 750 words poster	Week 12	**50%** Report: 20% Presentation: 30%	a, b, c, d, e

Requirements to Pass the Subject:

To gain a pass or better in this subject, students must gain a *minimum of 50%* of the total available subject marks.

2.7 Prescribed and Recommended Readings

Provided below, in formal reference format, is a list of the prescribed readings. Recommended readings and useful links will be provided via Moodle.

Prescribed Readings:

Alam, S. S., Haq, M. R., Kokash, H. A., Ahmed, S., and Ahsan, M. N. 2025. *Approaches and Applications of Business Research Methods*. Hershey: IGI Global Scientific Publishing.

Cheng, A., Calhoun, A. and Reedy, G., 2025. Artificial intelligence-assisted academic writing: recommendations for ethical use. *Advances in Simulation*, [e-journal] 10. https://doi.org/10.1186/s41077-025-00350-6

Mezzadri, D., 2025. The Paradox of Ethical AI-Assisted Research. *Journal of Academic Ethics,* 23, pp. 2653-2667. https://doi.org/10.1007/s10805-025-09671-7

Mtotywa, M.M., Mowers J.-L.J., Ndou, W., Thabang V.Q.M., and Ledwaba, M.J. 2026. Artificial Intelligence in Literature Review Synthesis: A Step-by-Step Methodological Approach for Researchers and Academics. *Informatics,* [e-journal] 13(3), pp. 1-26. https://doi.org/10.3390/informatics13030043

Resnik, D.B. and Hosseini, M., 2026. Disclosing artificial intelligence use in scientific research and publication: When should disclosure be mandatory, optional, or unnecessary? *Accountability in Research*, [e-journal] 33(2). https://doi.org/10.1080/08989621.2025.2481949

Tingelhoff, F., Brugger, M. and Leimeister, J.M., 2025. A guide for structured literature reviews in business research: The state-of-the-art and how to integrate generative artificial intelligence. *Journal of Information Technology*, 40(1), pp.77-99. https://doi.org/10.1177/02683962241304105

Recommended Readings:

Aguinis, H., Bergh, D. and Molina-Azorin, J.F., 2023. Methodological challenges and insights for future international business research. *Journal of International Business Studies*, 54(2), pp.219-232.

Aguzzoli, R., Lengler, J., Miller, S.R. and Chidlow, A., 2024. Paradigms in Qualitative IB Research: Trends, Analysis and Recommendations. *Management International Review,* 64,

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pp.165–198. https://doi.org/10.1007/s11575-024-00529-5

Aityan, S.K., 2021. *Business research methodology: Research process and methods.* [e-book] Cham: Springer Nature.

Booth, W.C., Colomb, G.G., Williams, J.M., Bizup, J., & FitzGerald, W.T., 2024, *The Craft of Research*. Chicago: University of Chicago Press.

Chakraborty, C., 2024. Sampling in business research: A profound understanding. *International Journal of Research and Analytical Reviews*, 11(1), pp.520-538. Available at: https://bimsa.net/doc/publication/10014.pdf

Chigbu, U.E., Atiku, S.O. and Du Plessis, C.C., 2023. The science of literature reviews: Searching, identifying, selecting, and synthesising. *Publications*, [e-journal] 11(1). https://doi.org/10.3390/publications11010002

Dahal, N., 2023. Ensuring quality in qualitative research: A researcher's reflections. *The Qualitative Report*, 28(8), pp.2298-2317.

Fodouop Kouam, A.W., 2024. Unveiling the Significance and Influence of Theoretical and Conceptual Frameworks in Social Science Research. *International Journal of Business Publications,* 142(1), pp.137-142. https://doi.org/10.47119/IJRP1001421220246059

Gamage, A.N.K.K., 2025. Research design, philosophy, and quantitative approaches in scientific research methodology. *Scholars Journal of Engineering and Technology*, 13(2), pp.91-103.

Ghanad, A., 2023. An Overview of Quantitative Research Methods. *International Journal of Multidisciplinary Research and Analysis*, 6(8), pp. 3794-3803. https://doi.org/10.47191/ijmra/v6-i8-52

Jamieson, M.K., Govaart, G.H. and Pownall, M., 2023. Reflexivity in quantitative research: A rationale and beginner's guide. *Social and Personality Psychology Compass*, [e-journal] 17(4). https://doi.org/10.1111/spc3.12735

Lim, W. M., 2025. What Is Qualitative Research? An Overview and Guidelines. *Australasian Marketing Journal*, 33(2), pp.199-229. https://doi.org/10.1177/14413582241264622

Lim, W. M., 2025. What Is Quantitative Research? An Overview and Guidelines. *Australasian Marketing Journal*, 33(3), pp.325-348. https://doi.org/10.1177/14413582241264622

Miller, S.R., Moore, F., and Eden, L., 2024. Ethics and international business research: Considerations and best practices. *International Business Review*, [e-journal] 33(1). https://doi.org/10.1016/j.ibusrev.2023.102207

Naeem, M., Ozuem, W., Howell, K. and Ranfagni, S., 2023. A step-by-step process of thematic analysis to develop a conceptual model in qualitative research. *International Journal of Qualitative Methods*, [e-journal] 22. https://doi.org/10.1177/16094069231205789

Sepe, F., Valerio, M., Anna, P. and Mario, T., 2025. Fashion and sustainability: Evidence from the consumption of second-hand clothes. *Corporate Social Responsibility and Environmental Management*, 32(1), pp.947-962.

Valkonen, P., Kujala, S., Savolainen, K. and Helminen, R.R., 2025. Exploring Older Adults' Needs for a Healthy Life and eHealth: Qualitative Interview Study. *JMIR Human Factors*, [e-journal] 12(1).

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https://doi.org/10.2196/50329

Willie, M.M., 2024. Population and target population in research methodology. *Golden Ratio of Social Science and Education*, 4(1), pp.75-79.

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