MBA905 Research Principles and Methodologies T326 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	Subject Coordinator
MBA	1 trimester	Postgraduate	Dr Shafiqur Rahman shafiqur.rahman@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 above courses.

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

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

No. Timetabled Hours/Week*	No. Personal Study Hours/Week**	Total Workload Hours/Week***
3 hours/week plus supplementary online material	7 hours/week	10 hours/week

* Total time spent per week at lectures and tutorials
** Total time students are expected to spend per week studying, completing assignments, etc.
*** Combination of timetable hours and personal study.

1.5 **Mode of Delivery:** Face-to-face on-site unless otherwise notified (please check Moodle). Note – since T322, KOI is in transition, and most classes will be returning to face-to-face delivery. However, there are a range of issues remaining because of COVID-19. For example, some students may have trouble travelling to Australia. Because of this, some classes may still be online. This affects whether the final exam for a subject will be open-book or closed-book. After enrolment, KOI will be able to make a determination, and notification will be provided on Moodle before Week 7.

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1.6 Pre-requisites Nil

1.7 General Study and Resource Requirements

- Students are expected to attend classes with the weekly worksheets and subject support material provided in Moodle. Students should read this material before coming to class to improve their ability to participate in the weekly activities.
- 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.
- Computers and WIFI facilities are extensively available for student use throughout KOI. Students are encouraged to make use of the campus Library for reference materials.

Resource requirements specific to this subject: Specific resources will be identified in discussions with your lecturer. Prescribed readings and research examples will be posted to Moodle for additional guidance, and recommended readings listed in section 2.9 will provide useful background reading.

1.8 Academic Advising

Academic advising is available to students throughout teaching periods including the exam weeks. As well as requesting help during scheduled class times, students have the following options:

- Consultation times: A list of consultation hours is provided on the homepage of Moodle where appointments can be booked.
- Subject coordinator: Subject coordinators are available for contact via email. The email address of the subject coordinator is provided at the top of this subject outline.
- Academic staff: Lecturers and Tutors provide their contact details in Moodle for the specific subject. In most cases, this will be via email. Some subjects may also provide a discussion forum where questions can be raised.
- Head of Program: The Head of Program is available to all students in the program if they need advice about their studies and KOI procedures.
- Vice President (Academic): The Vice President (Academic) will assist students to resolve complex issues (but may refer students to the relevant lecturers for detailed academic advice).

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.

Particular emphasis is placed on the responsible and effective application of artificial intelligence (AI), generative AI and emerging digital research tools to support literature searching, research design, data collection, data analysis, interpretation of findings and the communication of research outcomes. Students critically evaluate the accuracy, reliability, bias and limitations of AI-generated information and develop the ability to distinguish AI-assisted analysis from independent scholarly judgement. The course also addresses ethical, responsible and transparent use of AI in research, including issues of academic integrity, data privacy, confidentiality, intellectual property, research bias and appropriate attribution. Through these approaches, students develop the research capabilities necessary to undertake rigorous, ethical and technologically informed research that supports evidence-based decision-making in contemporary business and management environments.

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.

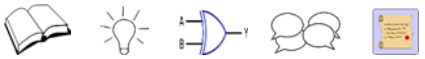
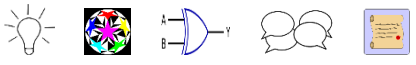
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King's Own Institute's generic graduate attributes for a master's level degree are summarised below:

	KOI Master Degree Graduate Attributes	Detailed Description
	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 a research project.	

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.

Weekly Planner:

Week (beginning)	Topic Covered in Each Week's Lecture	Reading(s)	Expected work as listed in Moodle
Week 1 26 October	Introduction to Research: Purpose of research and emerging research directions, including the use of AI	Aityan (2022), Chapter 1 Mezzadri, 2025	
Week 2 02 November	Foundations of Research: Paradigms, methodologies and types of research	Aityan (2022), Chapter 2	
Week 3 09 November	The Research Process: From identifying problems to presenting findings	Aityan (2022), Chapter 3	
Week 4 16 November	Systematic Literature Reviews (SLR): Impact and Use of AI in SLRs	Aityan (2022), Chapter 5 Kacena et al., 2024 Tingelhoff, F., 2025	Assessment 1 is due
Week 5 23 November	Theoretical frameworks, hypotheses and conceptual frameworks	Aityan (2022), Chapter 19	
Week 6 30 November	Qualitative research methods	Aityan (2022), Chapter 6	
Week 7 07 December	Quantitative research methods	Aityan (2022), Chapter 6	Assessment 2 is due
Week 8 14 December	Populations and Sampling	Aityan (2022), Chapter 15	
Week 9 04 January	Qualitative data analysis	Aityan (2022), Chapter 15	
Week 10 11 January	Quantitative data analysis	Aityan (2022), Chapter 15	Assessment 3 is due
Week 11 18 January	Research Ethics: Informed consent, confidentiality, prevention of harm and the use of AI	Aityan (2022), Chapter 21 Cheng et al., 2025 Resnik & Hosseini, 2026	Presentation
Week 12 25 January	Overview of Research Proposal Development	Aityan (2022), Chapter 7	Presentation
Week 13 01 February	Study review week and Final Exam Week - No final exam for MBA905		
Week 14 08 February	- Final Exam Week - Continuing students - enrolments for T127 open	Please see the exam timetable for the exam date, time and location	
Week 15 15 February	- Student Vacation begins - New students - enrolments for T127 open		
Week 16 22 February	• Results Released • Review of Grade Day for T326 – see Sections 2.6 and 3.2 below for relevant information.		

	• Certification of Grades NOTE: More information about the dates will be provided at a later date through Moodle/KOI email.
T127 01 March 2027	
Week 1 01 March	Week 1 of classes for T127

2.5 Teaching Methods/Strategies

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

- *Lectures* (1 hour/week) are conducted in seminar style and address the subject content, provide motivation and context and draw on the students' experience and preparatory reading.
- *Tutorials* (2 hours/week) include class discussion of case studies and research papers, practice sets and problem-solving and syndicate work on group projects. Tutorials often include group exercises and so contribute to the development of teamwork skills and cultural understanding. Tutorial participation is an essential component of the subject and contributes to the development of many of the graduate attributes (see section 2.2 above). Tutorial participation contributes towards the assessment in many subjects (see details in Section 3.1 for this subject). Supplementary tutorial material such as case studies, recommended readings, review questions etc. will be made available each week in Moodle.
- *Online* teaching resources include class materials, readings, model answers to assignments and exercises and discussion boards. All online materials for this subject as provided by KOI will be found in the Moodle page for this subject. Students should access Moodle regularly as material may be updated at any time during the trimester
- *Other contact* - academic staff may also contact students either via Moodle messaging, or via email to the email address provided to KOI on enrolment.

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: In-class case-study	Week 4 600 words	25%	a, b, c, and d
Assessment 2: Research methodology – based on your chosen research title.	Week 7 1800 words	30%	a, b, c, and d
Assessment 3: Group Research Proposal and Oral Presentation. The group will select one topic from those previously chosen for Assessment 2 by the group members.	Report: Week 10 2500 words Presentation: Week 11, and 12	Total: 45% Report: 20% Presentation:25%	a, b, c, d, and e

2.6 Prescribed and Recommended Readings

Recommended readings have been included in the weekly planner.

Prescribed Text:

Aityan, S.K., 2022. Business research methodology: Research process and methods. Cham: Springer Nature.

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.

Bihu, R., 2024. Qualitative Data Analysis: Novelty in Deductive and Inductive Coding.

Booth, WC, Colomb, GG, Williams, JM, Bizup, J, & FitzGerald, WT 2024, The Craft of Research, University of Chicago Press, Chicago. Available from: ProQuest Ebook Central.

Bouhouita-Guermech, S., Gogognon, P. and Bélisle-Pipon, J.C., 2023. Specific challenges posed by artificial intelligence in research ethics. Frontiers in artificial intelligence, 6, p.1149082.

Chigbu, U.E., Atiku, S.O. and Du Plessis, C.C., 2023. The science of literature reviews: Searching, identifying, selecting, and synthesising. Publications, 11(1), p.2.

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

Drolet, M.J., Rose-Derouin, E., Leblanc, J.C., Ruest, M. and Williams-Jones, B., 2023. Ethical issues in research: Perceptions of researchers, research ethics board members and research ethics experts. Journal of Academic Ethics, 21(2), pp.269-292.

Greckhamer, T. Furnari, S. Fiss, P.C. Aguilera, R.V. 2018. Studying configurations with qualitative

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, 17(4), p.e12735.

Kotronoulas, G., Miguel, S., Dowling, M., Fernández-Ortega, P., Colomer-Lahiguera, S., Bağçivan, G., Pape, E., Drury, A., Semple, C., Dieperink, K.B. and Papadopoulou, C., 2023, April. An overview of the fundamentals of data management, analysis, and interpretation in quantitative research. In Seminars in oncology nursing (Vol. 39, No. 2, p. 151398). WB Saunders.

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, 22, p.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*, *12*(1), p.e50329.

Suggested Conference/ Journal Articles:

Al-Eisawi, D., 2025. Business Analytics Education and Business Research Methods: A Framework for Validating Qualitative Results Using Sequential Mixed Methods. Electronic Journal of Business Research Methods, 23(2), pp.13-27.

Asfahani, A., Dahlan, D. and Alnajem, M., 2024. Unraveling Endogeneity: A Systematic Review of Methodologies in Digital Leadership and Remote Work Research. Electronic Journal of Business Research Methods, 22(2), pp.01-12.

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

Gamage, A.N.K.K., 2025. Research design, philosophy, and quantitative approaches in scientific research methodology. Sch J Eng Tech, 2, pp.91-103.

Students are encouraged to read peer reviewed journal articles and conference papers. Google Scholar provides a simple way to broadly search for scholarly literature. From one place, you can search across many disciplines and sources: articles, theses, books, abstracts and court opinions, from academic publishers, professional societies, online repositories, universities and other web sites.

Useful Websites:

The following industry websites are useful introductory sources covering a range of information useful for this subject.

- https://www.sciencedirect.com/journal/journal-of-business-research
- https://aom.org/research/journals/journal
- https://journals.sagepub.com/home/mrj
- https://www.sciencedirect.com/journal/international-journal-of-research-in-marketing
- https://journals.sagepub.com/home/brq
- http://www.palgrave.com/gp/journal/41267

Useful resources:

You can access to wealth of resources via the KOI library using the following link via the library site:
Library's Online Resources

Examples of assignments (business research) titles:

The following are a few research titles that you can choose for your research project. However, you can modify the country or business sector if you feel it is appropriate.

Students can choose any of the following titles and modify them slightly, such as (modifying the first title): Entrepreneurial Challenges among Bangladeshi/Filipino/Indian/Pakistani Small Business Owners in Urban Australia.

Qualitative Research Titles

1. Entrepreneurial Challenges among migrant Small Business Owners in Urban Australia.
2. Leadership Styles and Management Practices among the Small Business Owners in Australia.
3. Challenges of Family-Run Businesses in Australia: A Qualitative Inquiry.
4. Experiences of Market Entry and Survival Among First-Generation Migrant Entrepreneurs.
5. Challenges of a migrant owned grocery business in Australia

Quantitative Research Titles

1. Determinants of Business Longevity Among Migrant-Owned Small Enterprises in Australia.
2. The Relationship Between Digital Capability and Sales Performance in Ethnic Small Businesses.
3. Effects of Owner Education and Industry Experience on SME Profitability.
4. Access to Financial Services and Its Impact on the Growth of Migrant-Owned Businesses.
5. Statistical Analysis of Employment Generation by Culturally Diverse Small Enterprises.

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