

Department of Marketing | Te Mātauranga Tokoka

Otago Business School | Te Kura Pakihi

Semester Two | Kaupeka Tuarua
2026

BSNS413 Research Skills and Methods 2

Nau Mai Haere Mai

Welcome | Afio Mai | Aere Mai | Mālō e me'a mai | Fakatalofa atu |
Bula | Fakalofa lahi atu | Ulu tonu mai

Course Description and Aims | *Whāinga o te Akoranga*

This paper is designed to provide students with a practical understanding of how to conduct and analyse research. Students will work progressively through the research process using a combination of individual and group exercises to produce a mixed method (qualitative and quantitative) report. The main focus of the paper is on data collection, sampling, data analysis techniques, and data interpretation. By the end of the paper students should be able to undertake their own research using qualitative and/or quantitative methods and interpret the research of others.

Semester Two

0.1667 EFTS

20 points

Prerequisites: BSNS412

Teaching Staff | *Kaiako*

Course Coordinator

Name: Dr Maddie Judge
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Lecturer

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Tutor

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You should contact the **course coordinator** with any administrative enquiries about the course.

All requests for late submissions of assignments should be addressed to Dr Mathew Parackal

Email: mathew.parackal@otago.ac.nz

Expectations for Staff Response Time to Email Enquiries – 9am to 5pm, Monday to Friday, email response will generally be within 48 hours. Please be aware that staff are not available to respond to emails between 5pm Friday and 9am Monday.

Course Information | *Mōhiohio akoranga*

Lecture Day/Time: Lectures are **pre-recorded** and are available on Aoroa at 9AM Monday each week.

Workshops - Day/Time: see eVision for your tutorial day, time & room.

Every week students must **view** one 50-minute lecture (pre-recorded, available on Aoroa) and **attend** one 110-minute workshop per week.

Lectures present the key conceptual material, in pre-recorded video format. Lecture videos present the material required for understanding of workshop exercises, hence there is an expectation that ALL students will complete that week's lecture videos(s) PRIOR to attending their workshop.

Workshops apply the techniques covered in each week's lecture pre-recording, with students engaging in exercises to practise techniques and work toward their assessment requirements. Workshops are supported by a lecturer and tutor.

Calendar The calendar (in this outline) details scheduling information. Note that this calendar may change as the course proceeds. Any changes will be announced at lectures and be detailed on Aoroa.

Students are expected to prepare for and attend all classes to gain full benefit from the course.

These activities should be prepared for by reviewing information detailed on Aoroa and completing any assigned readings. Students unable to attend a lecture are expected to catch up on missed material. Unless stated otherwise, all aspects of the course are examinable.

Expectations and Workload | *Te Nui o te Mahi*

BSNS413 is a 20-point course. As a general guide, 1 point represents study in formal instruction or independent study for 12 hours, made up of a combination of lectures, laboratories, tutorials assignments and readings. As a result, you should anticipate spending approximately 240 hours on this subject over the duration of the semester.

Textbook Information | *Pukapuka Kaupapa*

Saunders, M. N. K., Lewis, P., & Thornhill, A. (2023). Research Methods for Business Students (9th ed.). Pearson.

Calendar | *Maramataka*

Week	Week Commencing*	Topic	Workshop	W/S Leader
1	13 July	Research Design	Question development, hypotheses and propositions	LM
2	20 July	Sampling	Probabilistic and non-probabilistic sampling methods; affinity to research design.	LM
3	27 July	Quantitative methods 1: Questionnaire design	Create questionnaire in Qualtrics and pre-test.	MJ
4	3 August	Quantitative methods 2: Descriptive statistics	Generate and report on tables of mean, median, standard dev, IQR. Generate Bar charts, histograms and box-plots, including by groups.	MJ
5	10 August	Quantitative methods 3: Tests of differences	Run and report on <i>t</i> -tests, ANOVA (with post-hoc), Mann-Whitney & Kruskal-Wallis. Assignment 1: survey design due	MJ
6	17 August	Quantitative methods 4: Tests of association	Generate and report on correlation and regression analyses	MJ
7	24 August	Quantitative methods 5: Reporting quantitative results	Writing up quantitative results	MJ
Mid Semester Break 31st August – 4th September				
8	7 September	Qualitative research methods 1	Interview & focus group protocols	LM
9	14 September	Qualitative research methods 2	Other qualitative data collection techniques	LM
10	21 September	Preparing qualitative data for analysis	Preparing qualitative data Assignment 2: Interview protocol due	LM
11	28 September	Common methods of qualitative analysis	Qualitative analysis techniques	LM
12	5 October	Presenting qualitative results	Writing up qualitative results	LM
13	12 October	Using secondary data	Sources, use and analysis of secondary data (qual & quant) Assignment 3: Research report due	MJ

* First week of Semester 2 is **ACADEMIC WEEK 29**
Lectures end Friday 16 October
University Exam Period Second Semester Begins Monday 19th Oct until
Saturday 7th November.

Assessment | *Aromatawai*

All material presented is examinable (except where stated otherwise) by assignments and the final examination. All-important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures and, where appropriate, detailed on Aoroa. *Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes.*

Assessment	Due date	% of final grade	Requirements to pass this course
Questionnaire Design (in pairs)	12pm (Noon), 10 th August	25	Complete all three assessment tasks and achieve a grade of 50% or more for the course.
Interview protocol (individual)	12pm (Noon), 21 st September	25	
Research report (in groups of four)	12pm (Noon), 16 th October	50	

Course Requirements

To meet terms requirements for this course, students must complete all assignments, and achieve a grade of 50% or more, for the course.

Assessment Format

Assessment	Description	%	Learning Outcomes
1. Questionnaire Design (Groups of 2)	Using an assigned research question students will select quantitative measures and design a questionnaire in Qualtrics (or similar) Students are assessed on the quality of the questionnaire, the items chosen and how they enable the research question to be addressed (no word limit, a guide on length of survey will be given).	25	1,4
2. Interview Protocol Design (Individual)	Using an assigned research question students will design a set of interview questions and write an interview protocol. Students will be assessed on their design tool, the quality of their questions and the 'readiness to use' of the protocol (no word limit, a guide on length of protocol will be given).	25	1,4
3. Research Report (data collection and analysis) (Groups of 4)	As a group, students will finalise their interview protocol, and undertake two interviews per person. They will work together to analyse both a provided quantitative dataset and their own qualitative data, and write a report on the findings (5,000 words, excluding references).	50	2,3,4

Referencing Style

For this course the referencing style is APA. Style guides are available on the University Library website: <https://www.otago.ac.nz/library/referencing>

Late Assignments

The standard late penalty shall be 5% of the maximum mark per day late or part thereof.

For example, assignments received up to 24 hours after the deadline will have 5% deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 73%). Assignments received between 24 - 48 hours after the deadline will have 10% marks deducted from the available grade (i.e. 78% becomes 68%). An additional 5% penalty will be applied for every day late. Assignments submitted after seven days of the deadline, or after feedback is returned if this is less than seven days, will not be marked.

All penalty timeframes are inclusive of weekends, public holidays and university semester breaks and closure times.

Group Work

If your group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the course information tab on Aoroa.

Learning Outcomes | *Hua Akoranga*

Learning Outcome	Questionnaire	Interview	Report	Total
1. Evaluate a range of data collection tools to design an effective research method	✓	✓		
2. Evaluate quantitative and qualitative data analysis procedures in order to undertake appropriate data analysis to meet research needs			✓	
3. Assess how to present research findings in a context appropriate manner			✓	
4. Assess and manage ethical and cultural issues relevant to data collection, analysis and the reporting of research	✓	✓	✓	
Total	25%	25%	50%	100%

Academic Integrity | *Pono-ā-wānanga*

Students should ensure that all submitted work is their own.

Academic integrity means being honest in your studying and assessments. It is the basis for ethical decision-making and behaviour in an academic context. Academic integrity is informed by the values of honesty, trust, responsibility, fairness, respect and courage. Students are expected to be aware of, and act in accordance with, the University's Academic Integrity Policy.

Academic Misconduct, such as plagiarism or cheating, is a breach of Academic Integrity and is taken very seriously by the University. Types of misconduct include plagiarism, copying, unauthorised collaboration, submitting work written by someone else (including from a file sharing website, text generation software, or purchased work) taking unauthorised material into a test or exam, impersonation, and assisting someone

else's misconduct. A more extensive list of the types of academic misconduct and associated processes and penalties is available in the University's Student Academic Misconduct Procedures.

It is your responsibility to be aware of and use acceptable academic practices when completing your assessments. To access the information in the Academic Integrity Policy and learn more, please visit the University's Academic Integrity website at www.otago.ac.nz/study/academicintegrity, or ask at the Student Learning Centre (HEDC) or the Library, or seek advice from your paper coordinator.

For further information on academic integrity at Otago:

[Academic Integrity Policy](#)

[Student Academic Misconduct Procedures](#)

A note about Artificial Intelligence: In BSNS413, the use of artificial intelligence is prohibited unless explicitly stated by the course coordinators. Due to the type of learning required, the specific skills and tasks in this paper will expect you (or your teams) to autonomously undertake the work. Any use of an artificial intelligence tool would inhibit your ability to achieve workplace-level competency and would breach academic integrity standards for this paper. Students must sign a declaration confirming that GenAI was not used to produce their assignment.

For further information on artificial intelligence at Otago:

[Use of Generative-Artificial Intelligences and Autonomous Content Generation in Learning and Teaching Policy](#)

Concerns about the Course | *Ngā māharahara mō te akoranga*

We hope you will feel comfortable coming to talk to us if you have a concern about the course. The Course Co-ordinator will be happy to discuss any concerns you may have. Alternatively, you can report your concerns to the Class Representative who will follow up with departmental staff. If, after making approaches via these channels, you do not feel that your concerns have been addressed, there are University channels that may aid resolution. For further advice or more information on these, contact the departmental administrator or head of department.

Disclaimer | *Kupu Whakatonu*

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Aoroa. Students are encouraged to check Aoroa regularly. It is the student's responsibility to be informed.