Master of Business (Research) (Advertising) (BS92)

Year offered: 2011
Admissions: Yes
CRICOS code: 054092M
Course duration (full-time): 3 semesters or 2 semesters
Course duration (part-time): 6 semesters or 4 semesters
Domestic Fees (indicative): Australia citizens or Permanent Residents will be awarded an RTS/RTA place or a QUT sponsorship for tuition fees. If you exceed the maximum time, you will be charged - 2011: $9,750 per semester (indicative)
International Fees (indicative): 2011: $11,750 (indicative) per semester
Total credit points: 144 credit points (for entry without an Honours degree) or 96 credit points (for entry with Honours and where no further coursework is prescribed at point of admission)
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Assistant Dean (Research)
Discipline coordinator: Associate Professor Ian Lings
Campus: Gardens Point

Why choose this course?
The QUT Business School offers a range of postgraduate research programs designed to develop skills to address a specific problem in the workplace or assist you to investigate an academic area of interest through researching and presenting findings to others in your field.

Overview
The Master of Business (Research) is a three semester or 18 month program (full-time equivalent), usually involving one semester of coursework in research skills development, followed by a two semester research program culminating in the submission of a thesis of approximately 40-50,000 words. It is a QUT Business School-level program, completion of which may allow entry to the PhD.

The objective of the program is to train students in research methodology techniques and critical evaluation appropriate to their field of study through a specified program of research under academic supervision.

In addition, you are trained in analysing both the literature and debate in the substantive areas of the thesis topic at an advanced level. It may also provide an entry point to a PhD program.

Course design
For entry without an Honours degree, students must complete four approved coursework units (48 credit points) and a dissertation (96 credit points) as per the programs of study described under the individual majors.

For entry with an Honours degree students must complete a dissertation (96 credit points).

Facilities
Full-time students are provided with modern, well-appointed office space (which includes access to a desk, computer and telephone). There are break-out areas and meeting rooms where supervisors and industry partners can meet with their students. Discussion groups and small classes are also held in the meeting rooms. These premises offer new and continuing students a work environment conducive to study and progress and demonstrate a continuing commitment to the postgraduate program.

Supervision
You will receive individual supervision by a highly qualified and experienced academic staff member who will guide you through your advanced study.

Mid-year entry students
Mid-year entry students should contact the Research Studies Office in the QUT Business School on 3138 1320 or bus.research@qut.edu.au for enrolment advice and course progression details.

Prerequisites
Prerequisite requirements for the following units are deemed to have been satisfied upon admission to this course, expect for those specifically identified in brackets and italics. Where option (elective) units may be undertaken, students should check prerequisite requirements in the unit synopsis section of the QUT Handbook and obtain approval from the School Research Coordinator prior to enrolment.

Abbreviation
MBus(Research)

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Advertising
Students must complete two prescribed units (24 credit points), two option (elective) units (24 credit points), and a thesis (96 credit points).

Select two Compulsory Core units:
BSN414 Quantitative Research Methods
BSN502 Research Methodology
BSN503 Research Seminar
BSN412 Qualitative Research and Analytical Techniques

Plus two Option (Elective) units

These option (elective) units may be selected from any 12 credit point postgraduate unit in the specialisation area (Advertising), subject to the approval of the School Research Coordinator.

Plus thesis (parts 1-8):

BSN600-1 Thesis
BSN600-2 Thesis
BSN600-3 Thesis
BSN600-4 Thesis
BSN600-5 Thesis
BSN600-6 Thesis
BSN600-7 Thesis
BSN600-8 Thesis

Potential Careers:
Advertising Professional.

UNIT SYNOPSISES

BSN412 QUALITATIVE RESEARCH AND ANALYTICAL TECHNIQUES
This unit provides a detailed overview of qualitative research to support decision-making in business disciplines. The primary purpose of this unit is to develop a detailed understanding of the theoretical contexts in which field studies and qualitative research methods have developed and the techniques that define the approach. Students develop the ability to analyse, conduct, and evaluate qualitative research in discipline areas related to business. The unit provides a basic preparation for the development of a project, thesis or dissertation proposal based on the use of qualitative research.

Antirequisites: CON500 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-1 and 2011 SEM-2

BSN414 QUANTITATIVE RESEARCH METHODS
Quantitative Research Methods is a postgraduate unit designed to introduce students to a range of quantitative research methods and their application to different research questions and types of quantitative data. Throughout the unit, students will be exposed to a wide range of quantitative research issues including survey and index development, factor analysis, multiple regression, experimental data collection and analysis, ANOVA and MANOVA, structural models, secondary data collection and analysis, and longitudinal data analysis. Each lecture will be conducted in computer laboratories to allow students the opportunity to develop their quantitative research skills using SPSS and AMOS with data provided by lecturers.

Credit points: 12 Campus: Gardens Point Teaching period: 2011 SEM-1 and 2011 SEM-2

BSN502 RESEARCH METHODOLOGY
The purpose of this study is to provide students with a range of ideas and methods that enable them to analyse, evaluate and conduct research in discipline areas related to business. It provides an essential and basic preparation for the development of a thesis or dissertation proposal. Areas of study include research paradigms, analysis and criticism, research design, data collection and data manipulation, interpretation and presentation.

Antirequisites: BSB400 Credit points: 12 Contact hours: Flexible Mode Campus: Gardens Point Teaching period: 2011 SEM-1

BSN503 RESEARCH SEMINAR
In this unit students prepare detailed literature reviews relevant to the thesis or dissertation proposal. Students are required to prepare and present a detailed seminar paper describing and explaining the results of their review and its relevance to the thesis or dissertation proposal. The unit is in two parts: the first provides a series of lectures from staff advising as to the requirements of a thorough, well-directed literature search and review; the second consists of a series of seminars from students presenting their findings.

Credit points: 12 Contact hours: Flexible Mode Campus: Gardens Point Teaching period: 2011 SEM-1 and 2011 SEM-2

BSN600 THESIS
This is the major component of a research Masters and consists of a substantial study of an applied or theoretical issue. Students are expected to present a seminar each semester on their progress to date and, in the final semester, on the outcomes of their study. The thesis is expected to have a sound conceptual and theoretical foundation for the exploration of a significant communication topic using primary research data. The thesis report should be approximately 50000 words.

Credit points: 12 Campus: Gardens Point

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