BUSN19002 *Business Research Methodology*
Term 1 - 2026

All details in this unit profile for BUSN19002 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student).The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

This unit provides the essential skills and techniques for scoping workplace problems and developing an effective research proposal for investigating and solving the problem. It provides an in-depth introduction to the critical thinking and planning required in the initial stages of a workplace research project. You will undertake research problem definition and design a research project. You will also consider appropriate methods for your analysis. This unit is designed as the pre-requisite for the successful completion of a professional project major.

Details

Career Level: *Undergraduate*
Credit Points: *6*
Student Contribution Band: *10*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites

There are no requisites for this unit.
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure (Higher Education Coursework)](#).

Offerings For Term 1 - 2026

- Mixed Mode

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

Regional Campuses

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

Metropolitan Campuses

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Research Proposal**
Weighting: Pass/Fail
2. **Written Assessment**
Weighting: Pass/Fail

Assessment Grading

This is a pass/fail (non-graded) unit. To pass the unit, you must pass all of the individual assessment tasks shown in the table above.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).
You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Identify a workplace problem that can be developed into a concise research project
2. Choose and apply appropriate research strategies and techniques that best address the research problem
3. Identify and employ ethical practices that consider the social, cultural and legal responsibilities of the researcher in a workplace situation
4. Prepare and communicate a comprehensive research proposal.

Not applicable.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level   ○ Introductory Level   ● Intermediate Level   ● Graduate Level   ○ Professional Level   ○ Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Written Assessment - 0%	●	●	●	
2 - Research Proposal - 0%		●	●	●

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Communication				●
2 - Problem Solving	●	●		
3 - Critical Thinking	●			
4 - Information Literacy		●		
5 - Team Work				
6 - Information Technology Competence				
7 - Cross Cultural Competence				
8 - Ethical practice			●	
9 - Social Innovation				
10 - First Nations Knowledges				
11 - Aboriginal and Torres Strait Islander Cultures				

Textbooks and Resources

Textbooks

There are no required textbooks.

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition (APA 7th edition)](#)
For further information, see the Assessment Tasks.

Teaching Contacts

Qasim Nisar Unit Coordinator
q.nisar@cqu.edu.au

Schedule

Week 1 - 09 Mar 2026		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Introduction to Action Research	This week, the principal readings will come from McNiff (2013) Action Research: Principles and Practices. Read Chapters 1, 11 & 12.	Workbook activities.

Week 2 - 16 Mar 2026		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Theoretical Foundations	This week, the principal readings will come from McNiff (2013) Action Research: Principles and Practices. Read Chapters 2 & 3.	Workbook activities.

Week 3 - 23 Mar 2026		
Module/Topic	**Chapter**	**Events and Submissions/Topic**

Module/Topic	Chapter	Events and Submissions/Topic
Identifying a Research Problem	This week we turn to a different source of readings: McNiff, J., & Whitehead, J. (2010). You and your action research project (3rd ed.). Routledge. You can find this in your e-Reading List. Readings for this week: Chapter 4 Working with others in organisational and institutional settings Chapter 5 Influence and ethics. These readings do not tell you what to research, or how to identify specific problems. Rather, they inform you of the organisational settings you will be involved in, and how to navigate your way through them to arrive at a workable problem definition.	Workbook activities.

Week 4 - 30 Mar 2026

Module/Topic	Chapter	Events and Submissions/Topic
Literature Review & Contextualisation	This week builds upon the readings of Week 3. In addition, please read: McNiff (2013) Action Research: Principles and Practices, Chapter 4 McNiff, J., & Whitehead, J. (2010). You and your action research project (3rd ed.). Routledge, Chapter 6.	Workbook activities.

Week 5 - 06 Apr 2026

Module/Topic	Chapter	Events and Submissions/Topic
Research Proposal Development	There are no new readings this week. Instead, you should review the previous weeks' readings, as they all apply to this proposal.	## The research proposal A template for your research proposal is provided for you in the Assessment section of this Moodle site. Additionally, a guidance sheet and a worked example are provided for you below. You must not copy or paraphrase any part of the worked example in your own proposal. It is provided for contextual and learning purposes only.

Week 6 - 13 Apr 2026

Module/Topic	Chapter	Events and Submissions/Topic
Submit Research Proposal	No further readings. Complete your proposal.	Submit Research Proposal **Research Proposal** Due: Week 6 Friday (17 Apr 2026) 11:55 pm AEST

Vacation Week - 20 Apr 2026

Module/Topic	Chapter	Events and Submissions/Topic

Week 7 - 27 Apr 2026

Module/Topic	Chapter	Events and Submissions/Topic
Designing the Research Plan	This week, your readings will be Chapters 6 and 7 of McNiff, J., & Whitehead, J. (2010). You and your action research project (3rd ed.). Routledge.	Commence work on your research plan.

Week 8 - 04 May 2026

Module/Topic	Chapter	Events and Submissions/Topic
Research plan: Implementation planning	Continue with Chapters 6 and 7 of McNiff, J., & Whitehead, J. (2010). You and your action research project (3rd ed.). Routledge.	Continue with your research plan.

Week 9 - 11 May 2026

Module/Topic	Chapter	Events and Submissions/Topic
Finalise your research plan	Continue with Chapters 6 and 7 of McNiff, J., & Whitehead, J. (2010). You and your action research project (3rd ed.). Routledge.	Finalise your draft research plan. Discuss with your workplace mentor. Amend where needed.

Week 10 - 18 May 2026

Module/Topic	Chapter	Events and Submissions/Topic
Submit your research plan		Submit your research plan.

Week 11 - 25 May 2026

Module/Topic	Chapter	Events and Submissions/Topic
Reflections and workbook		Make sure your workbook completions are complete.

Week 12 - 01 Jun 2026

Module/Topic	Chapter	Events and Submissions/Topic
Workbook sign-off and submission.		Make time to sit with your workplace mentor and review your workbook. Your workplace mentor must sign off on your activities prior to submission.

Exam Week - 08 Jun 2026

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Research Proposal

Assessment Type
Research Proposal

Task Description
Using the template provided in Moodle, you will construct a viable research proposal, with guidance from your workplace mentor and your unit coordinator. This template will identify the problem being investigated, the research questions, theories used and a literature review. It will form the basis for your upcoming research plan.

Assessment Due Date
Week 6 Friday (17 Apr 2026) 11:55 pm AEST

Return Date to Students
Week 7 Friday (1 May 2026)

The return date only applies to assessments submitted by the due date.

Weighting
Pass/Fail

Assessment Criteria

1. The research proposal identifies a sufficiently complex problem that would benefit from a 12 week research project.
2. The research proposal provides appropriate research questions.
3. The research proposal provides an adequate and appropriate literature review.
4. The research proposal identifies an appropriate theory to guide the project.

5. The research proposal is considered to be at a satisfactory level by both the workplace mentor and the unit coordinator.

Referencing Style

- [American Psychological Association 7th Edition (APA 7th edition)](#)

Submission
Online

Submission Instructions
Submit via the secure link in Moodle.

Learning Outcomes Assessed

- Choose and apply appropriate research strategies and techniques that best address the research problem
- Identify and employ ethical practices that consider the social, cultural and legal responsibilities of the researcher in a workplace situation
- Prepare and communicate a comprehensive research proposal.

2 Research Plan and Workbook

Assessment Type
Written Assessment

Task Description
Using the template provided in Moodle, you will construct a viable research plan, with guidance from your workplace mentor and your unit coordinator. The plan will specify how the problem identified in your earlier research proposal can be satisfactorily investigated during a 12-week project. Your plan must be approved by your workplace mentor.

Assessment Due Date

Submit via your secure upload link in Moodle. Your plan must be submitted by Friday of Week 10 and your workbook must be submitted by Friday of Week 12.

Return Date to Students

Assessments are returned on Certification Day.

Weighting
Pass/Fail

Assessment Criteria

1. The project is sufficiently detailed to be successfully completed during a 12-week period.
2. The project plan and workbook are considered to be at a satisfactory level by the workplace mentor.
3. The project plan and workbook are considered to be at a satisfactory level by the unit coordinator.

Referencing Style

- [American Psychological Association 7th Edition (APA 7th edition)](#)

Submission
Online

Submission Instructions
Submit via your secure upload link in Moodle.

Learning Outcomes Assessed

- Identify a workplace problem that can be developed into a concise research project
- Choose and apply appropriate research strategies and techniques that best address the research problem
- Identify and employ ethical practices that consider the social, cultural and legal responsibilities of the researcher in a workplace situation

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the **Student Academic Integrity Policy and Procedure**. This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?
A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?
A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?
For academic advice and guidance, the Academic Learning Centre (ALC) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?

Be Honest
If your assessment task is done by someone else, it would be dishonest of you to claim it as your own

Seek Help
If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)

Produce Original Work
Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem