



BUSN20016 Research in Business

Term 2 - 2017

Profile information current as at 14/12/2025 04:57 am

All details in this unit profile for BUSN20016 have been officially approved by CQU University 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 designing, implementing and evaluating research in business contexts. It provides an in-depth introduction to the critical thinking and planning required in the initial stages of a thesis or research project. You will undertake research problem definition, design a research project, development of a literature review, consider qualitative and quantitative methods, measurement concepts, qualitative and quantitative data analysis, reporting and presentation of results with the final outcome of the unit being the development of a research proposal. This unit is designed as the pre-requisite for the work you will undertake in your final year capstone unit Professional Project.

Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

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 2 - 2017

- Brisbane
- Distance
- Melbourne
- Sydney

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 Postgraduate 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. **Practical and Written Assessment**

Weighting: 20%

2. **Practical and Written Assessment**

Weighting: 30%

3. **Written Assessment**

Weighting: 50%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

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](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Course evaluation report, emails and in class

Feedback

Unit materials and nurturing support from the lecturers and the unit coordinator were very supportive.

Recommendation

Many students appreciated the supports and the unit materials that provided by the unit coordinator and the lecturers. We will continue our support to enhance the student-centred learning.

Feedback from Course evaluation report and emails

Feedback

Online research-exercise (Assessment 2) could be replaced by another written assessment.

Recommendation

Currently the unit coordinator is working towards making a revision on all assessments for 2018 and beyond.

Unit Learning Outcomes

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

1. formulate problems in business studies into a concise and precise research question;
2. develop and employ ethical practices that consider social, cultural and legal responsibilities of researchers and the research process;
3. critically evaluate published academic research, identify secondary data sources, and review extant literature, to develop a theoretical framework for a business problem or opportunity;
4. choose and apply the appropriate research strategies (qualitative and/or quantitative) and techniques to best address the research problem;
5. demonstrate the application of data analysis techniques and measurement concepts; and
6. prepare and communicate a comprehensive research proposal.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes					
	1	2	3	4	5	6
1 - Practical and Written Assessment - 20%	•	•	•			
2 - Practical and Written Assessment - 30%				•	•	
3 - Written Assessment - 50%		•	•	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes					
	1	2	3	4	5	6
1 - Knowledge	o	o	o		o	o
2 - Communication	o	o	o	o	o	o
3 - Cognitive, technical and creative skills	o	o	o	o	o	o
4 - Research	o	o	o	o	o	o
5 - Self-management	o		o		o	o
6 - Ethical and Professional Responsibility	o	o	o	o	o	o
7 - Leadership						
8 - Aboriginal and Torres Strait Islander Cultures						

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes							
	1	2	3	4	5	6	7	8
1 - Practical and Written Assessment - 20%	o	o	o	o	o	o	o	
2 - Practical and Written Assessment - 30%	o		o	o	o	o		
3 - Written Assessment - 50%	o	o	o	o	o	o		

Textbooks and Resources

Textbooks

BUSN20016

Prescribed

Research Methods for Business - A Skill Building Approach

Edition: 7th (2016)

Authors: Sekaran, U. and Bougie, R.

Wiley

West Sussex , UK

ISBN: 978-1-119-16555-2

Binding: Paperback

Additional Textbook Information

E-Text is available for this book, which is much cheaper than paperback book. However, if you do prefer a paper copy, you can purchase one from the CQUni Bookshop [here](#).

[View textbooks at the CQUniversity Bookshop](#)

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 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Delwar Akbar Unit Coordinator

d.akbar@cqu.edu.au

Schedule

Week 1 - 10 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
The nature and issues of business research	Chapter 1: Introduction to research (Sekaran and Bougie, 2016)	

Week 2 - 17 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Business research process, design and ethics	Chapter 3: Defining and refining the problem (Sekaran and Bougie, 2016)	
	Chapter 4: Critical literature review (Sekaran and Bougie, 2016)	
	Chapter 6: Elements of research design (Sekaran and Bougie, 2016)	

Week 3 - 24 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Types and scale of data	Chapter 11: Measurement of variables: operational definition (Sekaran and Bougie, 2016) Chapter 12: Measurement: Scaling, reliability and validity (Sekaran and Bougie, 2016)
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Week 4 - 31 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Data collection and sampling methods	Chapter 7: Interviews (Sekaran and Bougie, 2016) Chapter 8: Data collection methods: Observation (Sekaran and Bougie, 2016) Chapter 9: Administering questionnaires (Sekaran and Bougie, 2016) Chapter 13: Sampling (Sekaran and Bougie, 2016)	

Week 5 - 07 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
Quantitative data analysis	Chapter 14: Quantitative data analysis (Sekaran and Bougie, 2016)	Project Outline and Topic Presentation Due: Week 5 Friday (11 Aug 2017) 5:00 pm AEST

Vacation Week - 14 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 21 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
Hypothesis development and testing	Chapter 5 Theoretical framework & hypothesis development (Sekaran and Bougie, 2016) Chapter 15: Quantitative data analysis- Hypothesis testing (Sekaran and Bougie, 2016, pp. 302-317)	

Week 7 - 28 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
Examining relationship: Correlation and regression	Chapter 15: Quantitative data analysis- Hypothesis testing (Sekaran and Bougie, 2016, pp. 318-332)	

Week 8 - 04 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Basic qualitative data analysis	Chapter 16: Qualitative data analysis (Sekaran and Bougie, 2016)	

Week 9 - 11 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Advanced qualitative data analysis	No set text	Open: Monday/Week 9/09:00 AM; Close: Sunday/Week 9/05:00 PM; Duration: 100 Minutes; Complete in one go.

Week 10 - 18 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Refining the problem statement and research scope	Resources are available in the unit Moodle site.	

Week 11 - 25 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Draft research proposal

Resources are available in the unit Moodle site.

Week 12 - 02 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic
Final research proposal	Chapter 17: The research report (Sekaran and Bougie, 2016)	Project Proposal Due: Week 12 Friday (6 Oct 2017) 5:00 pm AEST

Review/Exam Week - 09 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 16 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment Tasks

1 Project Outline and Topic Presentation

Assessment Type

Practical and Written Assessment

Task Description

Please provide an outline of a research project that you intend to use as the basis for your final assessment task 3, full project proposal.

You should briefly write:

- Title of the project (up to 25 words)
- A brief statement of the problem that you would like to investigate.
- Research aim and objectives that can solve the problem you have identified.
- A brief methodology: Provide details about what type of methodology you will choose such as quantitative or qualitative or mixed methodology; what type of study it will be such as exploratory or descriptive or explanatory; what method(s) of data collection you will use; how you will source the required data; and what methods and tools you will use to analyse the collected data.

This is an individual research task. As a Masters student, you are required to engage in research and demonstrate your understanding of the relevant body of works that have discussed recent developments in a discipline and/or area of professional practice. You are also required to demonstrate knowledge of research principles and methods applicable to a real-life business research. We expect you to read and reflect on at least ten recent refereed journal articles on your topic supported by any other evidence or information that can help identify the problem of your research and the methods of data collection and analysis.

In addition, as a part of topic presentation, all on-campus students are required to discuss their project topic and ideas during the tutorial sessions in front of other students. You are also expected to provide constructive feedback on each of the group members' project. Distance students will do the same activity in the online discussion forum of the unit Moodle site. Please see detailed guidelines about the project presentation and specific research requirements on the unit Moodle site. You can write 600 words maximum for this assignment. The cover page and the list of references are not counted in the word limit.

Assessment Due Date

Week 5 Friday (11 Aug 2017) 5:00 pm AEST

Return Date to Students

Week 7 Friday (1 Sept 2017)

Weighting

20%

Assessment Criteria

All the assessment criteria for this piece of assessment are outlined below with weights.

Assessment criteria:

Criteria	Grade				
	HD	D	C	P	F
1. A brief statement of the problem					

2. Research aim and objectives	HD	D	C	P	F
3. A brief methodology	HD	D	C	P	F
4. Accurate referencing, use of correct English and logical sequences between sentences and paragraphs	HD	D	C	P	F
5. Topic presentation	HD	D	C	P	F

Key to grading and corresponding marking scale:

HD (84.5% to 100% marks): Student demonstrates outstanding understanding and interpretation of all aspects of the criteria.

D (74.5% to 84.4% marks): Student demonstrates excellence in understanding and interpretation of almost all aspects of the criteria with some minor corrections or additions needed.

C (64.5% to 74.4% marks): Student demonstrates very good understanding and interpretation of most aspects of the criteria with some need for additional work, additions or improvement.

P (49.5% to 64.4% marks): Student demonstrates good understanding and interpretation of the criteria to warrant the award of a Pass but requires considerable additional work, additions or improvement.

F (below 49.5%): Student demonstrates an unsatisfactory understanding and interpretation of the criteria and requires major additional work, additions or improvement to achieve a passing grade.

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- formulate problems in business studies into a concise and precise research question;
- develop and employ ethical practices that consider social, cultural and legal responsibilities of researchers and the research process;
- critically evaluate published academic research, identify secondary data sources, and review extant literature, to develop a theoretical framework for a business problem or opportunity;

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

2 Research Exercise

Assessment Type

Practical and Written Assessment

Task Description

This is an online and individual research exercise. The online link will **open on 9:00 am Monday in Week 9 and will close at 5:00 pm on Sunday in the same week. The link will open for only 100 minutes. You need to complete this task in one go.** You cannot exit and re-enter the site.

There will be 20 short questions based on several brief case studies. You will read these case studies, do some calculations (if required) and then provide the correct answer to each question. Each correct answer is worth 1.5 marks and 20 correct answers are worth 30 marks. Please see detailed guidelines and practice tests on the unit Moodle site.

Assessment Due Date

Open: Monday/Week 9/09:00 AM; Close: Sunday/Week 9/05:00 PM; Duration: 100 Minutes; Complete in one go.

Return Date to Students

Results are available once the link is closed.

Weighting

30%

Assessment Criteria

Questions are automatically graded. Each correct answer is worth 1.5 marks.

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- choose and apply the appropriate research strategies (qualitative and/or quantitative) and techniques to best address the research problem;
- demonstrate the application of data analysis techniques and measurement concepts; and

Graduate Attributes

- Knowledge
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility

3 Project Proposal

Assessment Type

Written Assessment

Task Description

Assessment task 3 requires the preparation of a full project proposal that should contain the following components:

- **A detail statement of the problem** that you would like to investigate.
- **Research aim, objectives and research questions:** What are the potential research objectives and questions that can address the problem?
- **Justification and potential output of the research project:** Why is your chosen project important both theoretically and practically? What are the potential outputs and outcomes of your research?
- **Conceptual framework:** An analysis of the literature relevant to the research topic that will give you the conceptual basis for conducting this research.
- **Methodology:** Based on the conceptual framework, research aim(s) and objectives, you need to provide a detail description of the data collection methods and tools, data sources and the methods/tools that you will use to analyse the data.
- **Organisation of the study, project budget and schedule:** Write the names of the chapters/sections of your research report, and briefly discuss what you will write in those chapters/sections followed by a brief description of budget for conducting this study and project schedule i.e., Gantt Chart.

This is an individual research task. You are required to demonstrate your understanding of the relevant body of works to a real-life business research. We expect you to read and reflect on at least twenty recent refereed journal articles on your topic supported by any other evidence or information that can help refine the problem of your research, formulate conceptual framework and the methods of data collection and analysis. Please see detailed guidelines about specific research requirements on the unit Moodle site. You can write 3000 words maximum for this assignment. The cover page and the list of references are not counted in the word limit.

Assessment Due Date

Week 12 Friday (6 Oct 2017) 5:00 pm AEST

Return Date to Students

This is a summative assessment. Students will not receive any feedback for this piece of assessment.

Weighting

50%

Assessment Criteria

All the assessment criteria outlined below are equally weighted for this piece of assessment.

Assessment criteria:

Criteria	Grade
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A statement of the problem, research aim, objectives and research questions	HD	D	C	P	F
Justification and potential output of the research	HD	D	C	P	F
Conceptual framework	HD	D	C	P	F
Methodology, organisation of the study, project budget and schedule	HD	D	C	P	F
Accurate referencing, use of correct English and logical sequences between sentences and paragraphs and a good introduction	HD	D	C	P	F

Key to grading and corresponding marking scale:

HD (84.5% to 100% marks): Student demonstrates outstanding understanding and interpretation of all aspects of the criteria.

D (74.5% to 84.4% marks): Student demonstrates excellence in understanding and interpretation of almost all aspects of the criteria with some minor corrections or additions needed.

C (64.5% to 74.4% marks): Student demonstrates very good understanding and interpretation of most aspects of the criteria with some need for additional work, additions or improvement.

P (49.5% to 64.4% marks): Student demonstrates good understanding and interpretation of the criteria to warrant the award of a Pass but requires considerable additional work, additions or improvement.

F (below 49.5%): Student demonstrates an unsatisfactory understanding and interpretation of the criteria and requires major additional work, additions or improvement to achieve a passing grade.

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- develop and employ ethical practices that consider social, cultural and legal responsibilities of researchers and the research process;
- critically evaluate published academic research, identify secondary data sources, and review extant literature, to develop a theoretical framework for a business problem or opportunity;
- choose and apply the appropriate research strategies (qualitative and/or quantitative) and techniques to best address the research problem;
- demonstrate the application of data analysis techniques and measurement concepts; and
- prepare and communicate a comprehensive research proposal.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility

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