



# BUSN20016 *Research in Business*

## Term 3 - 2018

Profile information current as at 02/10/2022 12:55 pm

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 3 - 2018

- 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 Student feedback

##### Feedback

Students appreciated the quality of the resources provided in the Unit Moodle site

##### Recommendation

Unit coordinator will update the study materials every year.

#### Feedback from Student feedback

##### Feedback

Recorded lecture videos and online Zoom sessions with the tutor really helped all distance students.

##### Recommendation

We will keep continue the online tutorial services for the distance students.

#### Feedback from Student feedback

##### Feedback

More examples need to be provided for Assessment 2.

##### Recommendation

More practice test will be added in the unit Moodle site.

## 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%				•	•	



## Textbooks and Resources

### Textbooks

BUSN20016

#### Prescribed

#### Research Methods For Business: A Skill Building Approach

Edition: 7th (2016)

Authors: Uma Sekaran and Roger Bougie

Wiley

West Sussex , England, UK

ISBN: 978-1-119-16555-2

Binding: Paperback

[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

**Ann Mitsis** Unit Coordinator

[a.mitsis@cqu.edu.au](mailto:a.mitsis@cqu.edu.au)

**Delwar Akbar** Unit Coordinator

[d.akbar@cqu.edu.au](mailto:d.akbar@cqu.edu.au)

## Schedule

### Week 1 - 05 Nov 2018

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 - 12 Nov 2018

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 - 19 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Types, sources 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).

#### Week 4 - 26 Nov 2018

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).	

#### Vacation Week - 03 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
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#### Week 5 - 10 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
Quantitative data analysis.	Chapter 14: Quantitative data analysis (Sekaran and Bougie, 2016).	<b>Project Outline, Topic and Data Presentation Due Friday December 14th 2018 5pm AEST.</b>  <b>Project Outline, Topic and Data Presentation Due: Week 5 Friday (14 Dec 2018) 5:00 pm AEST</b>

#### Week 6 - 17 Dec 2018

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

#### Week 7 - 31 Dec 2018

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 - 07 Jan 2019

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

#### Week 9 - 14 Jan 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Advanced qualitative data analysis. No set text.

**Research Exercise Due:**  
**Opens: Monday (Week 9) at 9am AEST**  
**Closes: Sunday (Week 9) at 5pm AEST.**  
**Duration: 90 minutes; MUST BE COMPLETED IN ONE GO.**

**Research Exercise Due:** Week 9  
Monday (14 Jan 2019) 11:45 pm AEST

#### Week 10 - 21 Jan 2019

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

#### Week 11 - 28 Jan 2019

Module/Topic	Chapter	Events and Submissions/Topic
Draft research proposal.	Resources are available in the unit's Moodle site.	

#### Week 12 - 04 Feb 2019

Module/Topic	Chapter	Events and Submissions/Topic
Final research proposal.	Chapter 17: The research report (Sekaran and Bougie, 2016).	<b>Project Proposal</b> <b>Due Friday February 8th 2019 at 5pm AEST.</b>  <b>Project Proposal Due:</b> Week 12 Friday (8 Feb 2019) 5:00 pm AEST

#### Exam Week - 11 Feb 2019

Module/Topic	Chapter	Events and Submissions/Topic
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## Assessment Tasks

### 1 Project Outline, Topic and Data Presentation

#### Assessment Type

Practical and Written Assessment

#### Task Description

Students are to **provide an outline of a research project that they intend to use as the basis for their final assessment task (assessment 3)**. The full project proposal **should not exceed 600 words** excluding the cover page and the table of contents.

Students need to present the following:

- **Project Title** - no more than 25 words;
- **Problem Statement** - students must present what they would like to investigate and why? The research aim and research objectives to address the problem also need to be discussed;
- **Methodology** - students must provide a rationale for the type of methodology selected to address the research problem (quantitative, qualitative or mixed methods); and
- **Secondary Data Sources and Data** - students must clearly identify the data sources and data that is required to conduct the research. Students must also discuss the methods and tools that will be used 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 work including recent developments in a discipline and/or area of professional practice. You are also required to demonstrate knowledge of research methods applicable to 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.

- **All on campus students** are required to present their project topic and available secondary data during tutorial sessions in front of other students. Students are also expected to provide constructive feedback on all other students' projects.
- **Distance students** are required to use the discussion forum on Moodle to present their project topic and available secondary data. Students are also expected to provide constructive feedback on all other students' projects.

Please refer to Moodle for the full assessment details and criteria.

### **Assessment Due Date**

Week 5 Friday (14 Dec 2018) 5:00 pm AEST

### **Return Date to Students**

Week 7 Friday (4 Jan 2019)

### **Weighting**

20%

### **Assessment Criteria**

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

#### **Criteria Grade:**

1. A brief statement of the problem, research aim and research objectives;
2. A brief methodology;
3. Sources of secondary data, data presentation and analysis methods;
4. Accurate referencing, use of correct English and logical sequencing; and
5. Topic Presentation.

#### **Key to grading:**

- HD (84.5% to 100%) - The student demonstrates an outstanding understanding and interpretation of all aspects of the criteria.
- D (74.5% to 84.4%) - The student demonstrates an excellent understanding and interpretation of almost all aspects of the criteria with some minor corrections or additions needed.
- C (64.5% to 74.4%) - The student demonstrates a very good understanding and interpretation of most aspects of the criteria with some need for additional work and/or improvement.
- P (50% to 64.4%) - The student demonstrates a good understanding and interpretation of the criteria to warrant the award of a PASS but requires considerable additional work and/or improvement.
- F (below 50%) - The student demonstrates an unsatisfactory understanding and interpretation of the criteria and requires major additional work and/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 be available from 9am on Monday in Week 9 and closes at 5pm AEST on Sunday of Week 9.**

**The link will open for 90 minutes.**

You need to **complete this task in one go. You cannot exit and re-enter the site.**

There will be **20 short answer questions** base on several brief case studies.

Students will need to:

- read these cases;
- do some calculations (if required); and
- provide the correct answer.

Each correct answer is worth 1.5 marks and 20 correct answers are worth 30 marks.

Please see Moodle for the detailed guidelines and practice tests.

### Assessment Due Date

Week 9 Monday (14 Jan 2019) 11:45 pm AEST

Students need to complete this assessment during week 9. The link opens at 9am AEST on Monday and closes at 5pm AEST on Sunday.

### Return Date to Students

Results are available to students once the link is closed. However, the unit coordinator will check the results of some selected questions manually.

### Weighting

30%

### Assessment Criteria

Questions are automatically graded.

Each correct answer is worth 1.5 marks.

However, the unit coordinator will check the results of some selected questions manually (see Moodle for further details).

### 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 three requires the preparation of a full project proposal that **should not exceed 3000 words** excluding the cover page and reference list.

Students need to address the following:

- **Problem Statement** - students need to provide a detailed statement of the problem you would like to investigate.
- **Research Project Justification and Potential Outputs** - students need to explain why your chosen project is important both theoretically and practically? What are the potential outputs and outcomes of your research?
- **The Conceptual Framework** - students need to provide an analysis of the literature relevant to the research project that leads to the development of a conceptual framework for conducting the research.
- **Methodology** - based on the conceptual framework, research aim and research objectives, students need to provide a detailed description of the data collection methods, tools and data sources that will be used to analyse the data.
- **Research Project Organisation, Budget and Schedule** - students need to present all components of the research report by writing the names of the chapters/sections and briefly discussing what will be written in each of those chapters/sections followed by a brief description of the budget and project schedule.

**This is an individual research task.** Students are required to demonstrate their understanding of the relevant body of work in a real-life business research context. We expect students **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 a conceptual framework and develop the methods for data collection and analyses. Please refer to Moodle for the full assessment details and criteria.

### Assessment Due Date

Week 12 Friday (8 Feb 2019) 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 of the assessment criteria outlined below are equally weighted for this assessment piece.

#### Criteria:

1. A detailed statement of the problem, research aim, research objectives and research questions;
2. A detailed justification and potential output of the research;
3. The conceptual framework;
4. Methodology, organisation of the study, project budget and schedule; and
5. Accurate referencing, use of correct English and logical sequencing.

### Key to grading:

- HD (84.5% to 100%) - The student demonstrates an outstanding understanding and interpretation of all aspects of the criteria.
- D (74.5% to 84.4%) - The student demonstrates an excellent understanding and interpretation of almost all aspects of the criteria with some minor corrections or additions needed.
- C (64.5% to 74.4%) - The student demonstrates a very good understanding and interpretation of most aspects of the criteria with some need for additional work and/or improvement.
- P (50% to 64.4%) - The student demonstrates a good understanding and interpretation of the criteria to warrant the award of a PASS but requires considerable additional work and/or improvement.
- F (below 50%) - The student demonstrates an unsatisfactory understanding and interpretation of the criteria and requires major additional work and/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