BUSN20016 *Research in Business*
Term 2 - 2022

Profile information current as at 26/04/2024 11:24 pm

All details in this unit profile for BUSN20016 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 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 - 2022

- Brisbane
- Melbourne
- Online
- 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 Unit Evaluation Survey

Feedback
The teaching team is so supportive to the students

Recommendation
It is recommended that the teaching team will provide more academic support to the students.

Feedback from Unit Evaluation Survey

Feedback
Contents of the unit is well suited to the student's learning objectives

Recommendation
It is recommended that the provide materials are updated each year.

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

— 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	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	○	○	○		○	○
2 - Communication	○	○	○	○	○	○
3 - Cognitive, technical and creative skills	○	○	○	○	○	○
4 - Research	○	○	○	○	○	○
5 - Self-management	○		○		○	○
6 - Ethical and Professional Responsibility	○	○	○	○	○	○
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%	○	○	○	○	○	○	○	
2 - Practical and Written Assessment - 30%	○		○	○	○	○		
3 - Written Assessment - 50%	○	○	○	○	○	○		

Textbooks and Resources

Textbooks

BUSN20016

Prescribed

Research Methods For Business: A Skill Building Approach
Edition: 8th edn (2019)
Authors: Uma Sekaran and Roger Bougie
Wiley
West Sussex , England , UK
ISBN: 9781119683483
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 7th Edition (APA 7th edition)
For further information, see the Assessment Tasks.

Teaching Contacts

Delwar Akbar Unit Coordinator
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Azad Rahman Unit Coordinator
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Schedule

Week 1 - 11 Jul 2022

Module/Topic	Chapter	Events and Submissions/Topic
The nature and issues of business research	Chapter 1: Introduction to research Chapter 3: Defining the Management Problem Chapter 4: Defining the research problem	

Week 2 - 18 Jul 2022

Module/Topic	Chapter	Events and Submissions/Topic
Business research process, design and ethics	Chapter 5: The Critical literature review Chapter 7: Elements of research design	

Week 3 - 25 Jul 2022

Module/Topic	Chapter	Events and Submissions/Topic
Types, sources and scale of data	Chapter 12: Measurement of variables: Operational definition Chapter 13: Measurement of Variables: Scaling, reliability and validity	

Week 4 - 01 Aug 2022

Module/Topic	Chapter	Events and Submissions/Topic
Data collection and sampling methods	Chapter 8: Interviews Chapter 9: Observation Chapter 10: Administering questionnaires Chapter 14: Sampling	Project Outline, Topic and Data Presentation

Week 5 - 08 Aug 2022

Module/Topic	Chapter	Events and Submissions/Topic
Quantitative data analysis	Chapter 15: Quantitative data analysis	**Project Outline, Topic and Data Presentation** Due: Week 5 Friday (12 Aug 2022) 11:00 pm AEST

Vacation Week - 15 Aug 2022

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 22 Aug 2022

Module/Topic	Chapter	Events and Submissions/Topic

Hypothesis development and testing	Chapter 6: Theoretical framework and hypothesis development Chapter 16: Quantitative data analysis: Hypothesis testing	

Week 7 - 29 Aug 2022

Module/Topic	Chapter	Events and Submissions/Topic
Examining relationship: Correlation and regression.	Chapter 15: Quantitative data analysis Chapter 16: Quantitative data analysis: Hypothesis testing	

Week 8 - 05 Sep 2022

Module/Topic	Chapter	Events and Submissions/Topic
Qualitative data analysis	Chapter 17: Qualitative data analysis	

Week 9 - 12 Sep 2022

Module/Topic	Chapter	Events and Submissions/Topic
Advanced qualitative data analysis	Resources are available in the unit's Moodle site	**Research Exercise Due:** **• Opens: Monday (Week 9) at 9am AEST** **• Closes: Friday (Week 9) at 5pm AEST.** **• Duration: 100 minutes; MUST BE COMPLETED IN ONE GO.**

Week 10 - 19 Sep 2022

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 - 26 Sep 2022

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

Week 12 - 03 Oct 2022

Module/Topic	Chapter	Events and Submissions/Topic
Final research proposal: Addressing reviewer's comments	Chapter 18 Conclusions Chapter 19: The research report	**Project Proposal** Due: Week 12 Friday (7 Oct 2022) 5:00 pm AEST

Review/Exam Week - 10 Oct 2022

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 17 Oct 2022

Module/Topic	Chapter	Events and Submissions/Topic

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 700 words** excluding the cover page, table of contents and references.
Students need to present the following:

- **Title and the study area** - no more than 25 words;

- **Problem statement** - students must present what they would like to investigate and why? Here, you need to **critically evaluate and analyse the literature** to support your problem statement.
- **Research aim, objectives and scope of the study**- students to identify the potential research aim and objectives that can address the problem that they have identified followed by scope and limitation of the study.
- **Methodology, sources of secondary data and data analysis**- students must provide a rationale for the type of methodology selected to address the research problem (quantitative, qualitative or mixed methods); and 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.
- **References** - We expect you to **read and reflect on at least ten recent refereed journal articles** closely related to your proposed research 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.

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. **All students** are required to present **a three minute long presentation** on their project topic and sources of secondary data by end of Week 4.

Assessment Due Date
Week 5 Friday (12 Aug 2022) 11:00 pm AEST

Return Date to Students
Week 7 Friday (2 Sept 2022)

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,
2. Research aim, objectives and scope of the study
2. A brief methodology, sources of secondary data, data presentation and analysis methods;
4. Accurate referencing, use of correct English and logical sequencing; and
5. Topic and Data 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 7th Edition (APA 7th 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 Friday of Week 9.
The link will open for 100 minutes.
You need to **complete this task in one go**. **You cannot exit and re-enter the site.**
There will be **30 short questions** based 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 mark and 30 correct answers are worth 30 marks.
Please see Moodle for the detailed guidelines and practice tests.

Assessment Due Date

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

Return Date to Students

Results are available to students after the assignment due time (i.e., after 5pm AEST on Friday of week 9). 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 mark.
However, the unit coordinator will check the results of some selected questions manually (see Moodle for further details).

Referencing Style

- American Psychological Association 7th Edition (APA 7th 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:

- **Refined Problem Statement, Aim, Objectives and Scope**- students need to provide a detailed statement of the problem you would like to investigate as well as aim and objectives of the project within the scope of the study.
- **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 a review of literature relevant to the research project that leads to the development of a conceptual framework to investigate the research problem.
- **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 their topics, 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.

Assessment Due Date
Week 12 Friday (7 Oct 2022) 5:00 pm AEST

Return Date to Students

Students can see the feedback on the day of "Certification of Grades".

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 and objectives, research questions and scope of the study;
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 7th Edition (APA 7th 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