



BUSN20016 Research in Business

Term 2 - 2023

Profile information current as at 03/05/2024 03:03 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 - 2023

- 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 In class and via email.

Feedback

Feedback on practical scholarly literature search techniques was positive.

Recommendation

Provide live demonstrations of research techniques during lectures.

Feedback from Based on low levels of lecture engagement.

Feedback

Low participation rates in lecture classes.

Recommendation

Consider the introduction assessments linked to in-class activities.

Feedback from Unit coordinator

Feedback

Assessment update.

Recommendation

Assessments will be revised and updated where necessary.

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% | | | | • | • | |

| Assessment Tasks | Learning Outcomes | | | | | |
|------------------------------|-------------------|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 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

7th Edition (2016)

Authors: Uma Sekaran, Roger Bougie

Wiley

ISBN: 978-1-119-26684-6

Binding: eBook

Additional Textbook Information

Older editions of the textbook are acceptable as well.

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

Olav Muurlink Unit Coordinator

o.muurlink@cqu.edu.au

Schedule

Week 1 - 10 Jul 2023

| 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 - 17 Jul 2023

| 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 - 24 Jul 2023

| 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 - 31 Jul 2023

| 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 | Assessment 1 , project outline, topic and data presentation due this week. Project Outline, Topic and Data Presentation Due: Week 4 Friday (4 Aug 2023) 11:45 pm AEST |

Week 5 - 07 Aug 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|----------------------------|--|------------------------------|
| Quantitative data analysis | Chapter 15: Quantitative data analysis | |

Vacation Week - 14 Aug 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

Week 6 - 21 Aug 2023

| 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 - 28 Aug 2023

| 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 - 04 Sep 2023

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

Week 9 - 11 Sep 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|------------------------------------|---|--|
| Advanced qualitative data analysis | Resources are available in the unit's Moodle site | Assessment 2, 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. Research exercise Due: Week 9 Friday (15 Sept 2023) 5:00 pm AEST |

Week 10 - 18 Sep 2023

| 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 - 25 Sep 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

Draft research proposal: Common mistakes

Resources are available in the unit's Moodle site
Chapter 18 Conclusions
Chapter 19: The research report

Week 12 - 02 Oct 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---------|------------------------------|
| Final research proposal: Addressing reviewer's comments | | |

Review/Exam Week - 09 Oct 2023

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|--|
| | | Assignment 3 due this week |
| | | Project Proposal Due: Review/Exam Week Friday (13 Oct 2023) 11:45 pm AEST |

Exam Week - 16 Oct 2023

| 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 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. You should link all evidence or information that can help identify the problem of your research and the methods of data collection and analysis with appropriate in-text references *that you have read*. False referencing (i.e. referencing that is clearly not linked to the information presented) will lead to a reduction of marks and further analysis for evidence of academic misconduct.

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. *You will be expected to show some degree of mastery of your topic and data set, to evidence that you have done this task on your own, and have absorbed the key elements.*

Assessment Due Date

Week 4 Friday (4 Aug 2023) 11:45 pm AEST

Online submission, plus in-class presentation.

Return Date to Students

Vacation Week Friday (18 Aug 2023)

Every effort will be made to return submissions that were made on time within a fortnight of the due date.

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

Submission Instructions

This assignment requires online submission, plus an in-class presentation.

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

Week 9 Friday (15 Sept 2023) 5:00 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 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.

NOTE: 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, table of contents (if included) 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** - students need to explain why your chosen project is important both theoretically and practically?
- **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.

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, and use in-text 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.

You should link all evidence or information that can help identify the problem of your research and the methods of data collection and analysis with appropriate in-text references *that you have read*. False referencing (i.e. referencing that is clearly not linked to the information presented) will lead to a reduction of marks and further analysis for evidence of academic misconduct.

Assessment Due Date

Review/Exam Week Friday (13 Oct 2023) 11:45 pm AEST

Return Date to Students

Students can see access feedback and marks 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 of the project, including an insight into the research gap being explored.
3. The conceptual framework and theoretical insight.
4. Methodology, organisation of the study
5. Accurate referencing, use of correct English, logical sequencing and attention to detail.

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