

BUSN20016 *Research in Business*

Term 1 - 2025

Profile information current as at 21/04/2026 08:04 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 1 - 2025

- 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 Examining exam responses

Feedback

Build basic statistical skills

Recommendation

Develop a simple Excel sheet that has built in formulas to allow students to experiment with real and dummy samples.

This has now been done in T2.

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	○	○	○		○	○

Graduate Attributes

Learning Outcomes

	1	2	3	4	5	6
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 - First Nations Knowledges						
9 - 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	9
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
8th Edition (2020)

Authors: Roger Bougie and Uma Sekaran

John Wiley

New York, NY, USA

ISBN: 9781119683483

An earlier edition is also acceptable.

Additional Textbook Information

An earlier edition is also acceptable.

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Microsoft Excel (or equivalent)

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

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Schedule

Week 1 - 10 Mar 2025

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none">• The nature and issues of business research.• Why research matters, and its importance for your business career.• Learning to read research outputs.	<ul style="list-style-type: none">• Chapter 1: Introduction to research• Chapter 3: Defining the management problem• Chapter 4: Defining the research problem	

Week 2 - 17 Mar 2025

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none">• Business research process, design and ethics.• Writing like a researcher.• Thinking like a researcher.• Coming up with ideas for research projects.	<ul style="list-style-type: none">• Chapter 5: The critical literature review• Chapter 7: Elements of research design	

Week 3 - 24 Mar 2025

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

Week 4 - 31 Mar 2025

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> • Data collection and sampling methods (primary data). 	<ul style="list-style-type: none"> • Chapter 8: Interviews • Chapter 9: Observation • Chapter 10: Administering questionnaires • Chapter 14: Sampling 	Outline of proposed research project Due: Week 4 Friday (4 Apr 2025) 11:59 pm AEST

Week 5 - 07 Apr 2025

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> • Quantitative data analysis. • Some basic processes and approaches. 	<ul style="list-style-type: none"> • Chapter 15: Quantitative data analysis 	

Vacation Week - 14 Apr 2025

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 21 Apr 2025

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> • Hypothesis development and testing. • "Good" questions versus "bad" questions. 	<ul style="list-style-type: none"> • Chapter 6: Theoretical framework and hypothesis development • Chapter 16: Quantitative data analysis: Hypothesis testing 	

Week 7 - 28 Apr 2025

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> • Quantitative analysis • Examining relationships between variables: correlation, regression and Chi square. 	<ul style="list-style-type: none"> • Chapter 15: Quantitative data analysis 	

Week 8 - 05 May 2025

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> • Qualitative data analysis: an introduction. 	<ul style="list-style-type: none"> • Chapter 17: Qualitative data analysis 	

Week 9 - 12 May 2025

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> • Advanced qualitative data analysis. • Looking at examples of approaches. 	Resources are available in the unit's Moodle site	Online quiz and short essay question Due: Week 9 Friday (16 May 2025) 5:00 pm AEST

Week 10 - 19 May 2025

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> • Writing the proposal. • Refining the problem statement and research scope, looking at limitations and delimitations. • Understanding the weaknesses of your research project. 	Resources are available in the unit's Moodle site	

Week 11 - 26 May 2025

Module/Topic	Chapter	Events and Submissions/Topic
<ul style="list-style-type: none"> • Draft research proposal: common mistakes and how to eliminate them. 	Resources are available in the unit's Moodle site <ul style="list-style-type: none"> • Chapter 18 Conclusions • Chapter 19: The research report 	

Week 12 - 02 Jun 2025

Module/Topic	Chapter	Events and Submissions/Topic

- Academic research writing: dos and don'ts
- Final research proposal: final checks.
- Do you have a future in research?
- Research careers, in business and beyond.

Resources are available in the unit's Moodle site

Full project proposal Due: Week 12 Friday (6 June 2025) 11:59 pm AEST

Review/Exam Week - 09 Jun 2025

Module/Topic

Chapter

Events and Submissions/Topic

Exam Week - 16 Jun 2025

Module/Topic

Chapter

Events and Submissions/Topic

Assessment Tasks

1 Outline of proposed research project

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). This assignment 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. The number of references is not of key importance however. Focus on the quality, and 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.

This assessment requires students to adhere to the guidelines on the use of artificial intelligence tools as specified in the Artificial Intelligence Assessment Scale (AIAS). Any misuse or lack of disclosure regarding the use of AI tools will be considered a breach of academic integrity. You may use AI for planning, idea development and research. Your final submission should show how you have developed and refined these ideas. Remember, it is important that you learn more than just how to use AI: you need to be able to 'think on your feet', and that requires that YOU learn the core concepts and skills.

Assessment Due Date

Week 4 Friday (4 Apr 2025) 11:59 pm AEST

Online submission, plus in-class presentation.

Return Date to Students

Week 6 Monday (21 Apr 2025)

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 (i.e. 20% for each criterion).

Criteria Grade:

1. A brief statement of the problem (4 marks);
2. Research aim, objectives and scope of the study (4 marks);
3. A brief methodology, sources of secondary data, data presentation and analysis methods (4 marks);
4. Accurate referencing, use of correct English and logical sequencing (4 marks);
5. Topic and Data Presentation (4 marks).

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 Online quiz and short essay question

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.

Once you open it, the link will remain open for 100 minutes.

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

There will be 30 multiple choice questions and one short essay question (300 words or less) with the short essay question *based on content delivered during weekly lectures*. These lectures are live, and recorded (so students who cannot attend can listen to them at a time to suit them). Examples of the short essay question will be given during lectures.

Each correct answer to the multiple choice questions is worth 0.5 mark and 30 correct answers are worth 15 marks. The short essay question is also worth 15 marks.

This assessment requires students to adhere to the guidelines on the use of artificial intelligence tools as specified in the Artificial Intelligence Assessment Scale (AIAS). Any misuse or lack of disclosure regarding the use of AI tools will be considered a breach of academic integrity.

Assessment Due Date

Week 9 Friday (16 May 2025) 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

Multiple choice questions are automatically graded. Each correct answer is worth 0.5 mark.

The following criteria apply to the short essay component, which is worth 50% of the total marks of this assessment (i.e. 15 marks in total).

1. Appropriate length (2 marks): 300 words or less. Marks will be deducted for a response that is more than 50 words overlength.
2. Correctness (5 marks): The material included is factually correct and appropriate in answering the question.
3. Comprehensiveness (5 marks): The response fully answers the question.
4. Clarity (3 marks): The answer is clearly written and easy to understand.

Referencing Style

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

Submission

Online

Submission Instructions

This is an online task.

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 Full 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:

1. 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.
2. Research Project Justification - students need to explain why your chosen project is important both theoretically and practically?
3. 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.
4. 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. The key, as with Assessment 1, is not the NUMBER of journal articles, but that they are appropriate, good quality, and that each of the key arguments presented in your submission is linked to evidence.

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. Please read the guidelines on the use of Artificial Intelligence (e.g. Chat GPT) provided on the unit's Moodle site.

This assessment requires students to adhere to the guidelines on the use of artificial intelligence tools as specified in the Artificial Intelligence Assessment Scale (AIAS). Any misuse or lack of disclosure regarding the use of AI tools will be

considered a breach of academic integrity. You may use AI for planning, idea development and research. Your final submission should show how you have developed and refined these ideas. Remember, it is important that you learn more than just how to use AI: you need to be able to 'think on your feet', and that requires that YOU learn the core concepts and skills.

Assessment Due Date

Week 12 Friday (6 June 2025) 11:59 pm AEST

Online submission

Return Date to Students

Students gain 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 (20% each).

Criteria:

1. A detailed statement of the problem, research aim and objectives, research questions and scope of the study (10 marks);
2. A detailed justification of the project, including an insight into the research gap being explored (10 marks);
3. The conceptual framework and theoretical insight (10 marks);
4. Methodology, organisation of the study (10 marks);
5. Accurate referencing, use of correct English, logical sequencing and attention to detail (10 marks).

Referencing Style

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

Submission

Online

Submission Instructions

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