In Progress
Please note that this Unit Profile is still in progress. The content below is subject to change.

BUSN20016 *Business Research Design*
Term 2 - 2027

Profile information current as at 12/11/2026 11:49 am

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 equips you with the practical and analytical skills needed to design a credible business research proposal. You will learn how to identify a meaningful business problem and critically review relevant literature. The unit introduces different research methodologies, including qualitative and quantitative approaches, and helps you choose methods that best suit your research question. You will also develop skills in communicating your research ideas clearly, while demonstrating intellectual honesty and ethical awareness. Throughout the unit, you will build the critical thinking and planning skills required in the early stages of a research 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 - 2027
- 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

Information for Class and Assessment Overview has not been released yet.
This information will be available on Monday 17 May 2027

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
- Academic Progression Policy and Procedure
- Student Refund and Credit Balance Policy and Procedure
- 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 On-campus lecturers

Feedback
Textbook uptake was very low, and subsequently some elements of basic in this unit were being missed

Recommendation
Substitution of required readings available on the Moodle site instead of textbooks is recommended. This has been instituted for the first time in T2 2025.

Feedback from As part of the CC74 Master of Management for Engineers (MME) Five-Year Course Review (FYCR) completed in T1 2025, the review panel recommended that all CC74 MME units be reviewed, including BUSN20016 Research in Business. The current UUP BUSN20016 was approved for T1 2016, and it is therefore due for a review and update. Thus, a UUP for BUSN20016 should be approved for delivery in T1 2026.

Feedback
Review the unit and create an Update Unit Proposal (UUP) in due time for implementation in T1 2026.

Recommendation
The unit is to be reviewed from different perspectives, including but not limited to the impact of AI on content and assessment, Unit Overview, Unit Learning Outcomes (ULOs), and Graduate Attributes (GAs). Rationales for GAs must be included, as they are now mandatory. The review of the unit should also be conducted from the perspective of the courses for which the unit is delivered.

Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.
This information will be available on Monday 17 May 2027

Alignment of Learning Outcomes, Assessment and Graduate Attributes

Information for Alignment of Learning Outcomes, Assessment and Graduate Attributes has not been released yet.
This information will be available on Monday 17 May 2027

Textbooks and Resources

Information for Textbooks and Resources has not been released yet.
This information will be available on Monday 17 May 2027

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.
This unit profile has not yet been finalised.