BUSN20019 *Professional Project*
Term 1 - 2017

All details in this unit profile for BUSN20019 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

Researching business problems is an important part of professional practice and being a successful business manager and leader. This is a capstone unit that draws upon your area of specialisation and your wider knowledge of business environments both globally and locally. This unit aims to develop your skills in undertaking an independent professional research project. You will engage in conducting an applied research project in your chosen business discipline to identify challenges and develop possible solutions and recommendations. This unit requires independent research and autonomy in review and analysis of secondary sources related to your profession, development of research questions, analysis of data and information, and identification of solutions and recommendations. An important aspect of this unit is to develop insights and provide recommendations that may improve your profession and the roles normally undertaken in business and industry by people in your identified profession.

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

Pre-requisite: BUSN20016 Research in Business.
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 - 2017

- 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: 40%
2. **Practical Assessment**
Weighting: 60%

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 Formal Evaluations

Feedback
Students require direct on-campus support.

Recommendation

This recommendation has already been taken up from Term 3, 2016 onward.

Feedback from Formal Evaluations

Feedback

No communication or guidance from the unit coordinator,

Recommendation

It is recommended that the unit coordinator uses Zoom to communicate with the students.

Feedback from Formal Evaluations

Feedback

Assessment requirements should be more clearly communicated.

Recommendation

This recommendation has already been taken up for Term 3, 2016 onwards.

Feedback from Formal Evaluations

Feedback

The students should receive timely support to guide their project.

Recommendation

The use of on-campus support staff has been taken up from Term 3, 2016 onwards

Feedback from Formal Evaluations

Feedback

Re-development of Moodle site of the unit.

Recommendation

This recommendation has been taken up from Term 2, 2016 onwards.

Feedback from Formal Evaluations

Feedback

There are no lectures or tutorials provided.

Recommendation

It is recommended that the students receive formal support through webinars.

Feedback from Formal Evaluations

Feedback

Poor planning of unit

Recommendation

This unit has been redesigned in order to accommodate the increased number of students. It is recommended that subsequent unit coordinators monitor the student response to the unit in order to make sure that the implemented changes are responsive to the student needs.

Feedback from Formal Evaluations

Feedback

Assessment feedback is generic.

Recommendation

It is recommended that the unit coordinator clearly communicates with the markers regarding the expectation that the students receive specific feedback.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Develop an understanding of your profession and its role in business and industry
2. Identify a problem or issue in your profession and/or the roles normally undertaken by such professionals in business or industry
3. Articulate the research questions that address the issue thus identified
4. Evaluate and analyse national and international literature and secondary data related to your research questions
5. Develop appropriate solutions and recommendations to your applied research questions
6. Communicate key findings and outline recommendations for your profession.

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 - 40%	●	●	●	●	●	●
2 - Practical Assessment - 60%	●	●	●	●	●	●

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 - 40%	○	○		○	○			
2 - Practical Assessment - 60%	○	○	○	○	○			

Textbooks and Resources

Textbooks

There are no required textbooks.

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

Olav Muurlink Unit Coordinator
o.muurlink@cqu.edu.au

Schedule

Week 1 - 06 Mar 2017		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Overview **This week's tutorial and lecture will be devoted to giving an overview of the unit, content, and assessment.**	Read the unit profile, assessment tasks and familiarise yourself with the Moodle site. Focus on the section labelled *Week 1* on the Moodle site. **Start developing your own reading list relevant to YOUR chosen topic.**	**All students:** Familiarise yourself with the Moodle site. **On-campus students:** Identify who your campus tutor is and familiarise yourself with the way in which you can get in contact with him/her - you can find all campus tutors' names and details on the Moodle page. **Attend lectures -** valuable hints on how to proceed are given in these lectures. **Online students:** Identify where (within Moodle) you can find the unit co-ordinator

Week 2 - 13 Mar 2017		
Module/Topic	**Chapter**	**Events and Submissions/Topic**

Professions and the Professional	Engage with the recommended materials on the nature of a 'profession' in section labelled *Week 2* on the Moodle site. **Develop your own reading list relevant to YOUR chosen topic.**	**Compulsory activity for on-campus students:** Send an email to your campus tutor informing him/her of the topic you want to address. This should include a clear title and a brief (ONE paragraph) overview of your project idea. **Compulsory activity for online students:** send your email to the unit co-ordinator. You are required to do this between Monday and Friday of week 3. **You need the tutor's approval before you can progress your project - approval is part of Assessment 1**.

Week 3 - 20 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Choosing a topic, refining an approach	Engage with the recommended materials on choosing a topic and refining your approach in section labelled *Week 3* on the Moodle site. Please also continue to develop your own reading list relevant to YOUR chosen topic.	**If you have not done so yet, email campus tutor (on-campus students) or unit co-ordinator (online students only) with your project idea.** **Discussion with campus tutor** (engagement with the campus tutor is required as part of Assessment 1). Remember to continually take notes and **not** leave all the writing to the last minute. Remember attending lectures for on-campus students is compulsory.

Week 4 - 27 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Literature review 1: planning your project and beginning the literature search	Engage with the recommended materials on literature reviews in section labelled *Week 4* on the Moodle site. Develop your own reading list relevant to YOUR chosen topic.	**Discussion with campus tutor** (engagement with the campus tutor is required as part of Assessment 1).

Week 5 - 03 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Refining the project; finding a 'research gap'; a research approach to business questions	Engage with the recommended materials on refining your project and locating a 'research gap' in section labelled *Week 5* on the Moodle site.	An advanced draft of Assessment 1 should be completed by this week.

Vacation Week - 10 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
		Use this week to progress your project.

Week 6 - 17 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Literature review 2: structuring your work and starting writing	Engage with the recommended materials on writing and structuring literature reviews in section labelled *Week 6* on the Moodle site.	**Discussion with campus tutor if still required** (remember engagement with the campus tutor is required as part of Assessment 1). **Assessment 1 due this week.** **Project context and proposal** Due: Week 6 Friday (21 Apr 2017) 11:45 am AEST

Week 7 - 24 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Secondary data, how to find it and how to analyse it	Engage with the recommended materials on secondary data in section labelled *Week 7* on the Moodle site.	Commence Assessment 2. **Discussion with campus tutor** as required

Week 8 - 01 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Feedback and professional development	Engage with the recommended materials on feedback and professional development in section labelled *Week 8* on the Moodle site.	**Discussion with campus tutor** as required.

Week 9 - 08 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Professional writing, including referencing, bibliographies and executive summaries	Engage with the recommended materials in section labelled *Week 9* on the Moodle site.	**Discussion with campus tutor** as required.

Week 10 - 15 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Discussing your results	Engage with the recommended materials on discussing research findings, in section labelled *Week 10* on the Moodle site.	**Discussion with campus tutor** as required.

Week 11 - 22 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Writing a conclusion - and introduction	Engage with the recommended materials on writing introductions and conclusions, in section labelled *Week 11* on the Moodle site.	**Discussion with campus tutor** as required. You should have an **advanced draft** of your Assessment 2 completed by this stage.

Week 12 - 29 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Professional networking	Engage with the recommended materials on professional networking, in section labelled *Week 12* on the Moodle site.	**Submission of Assessment 2 this week.** **Project Report** Due: Week 12 Friday (2 June 2017) 11:45 am AEST

Review/Exam Week - 05 Jun 2017

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 12 Jun 2017

Module/Topic	Chapter	Events and Submissions/Topic
There is no exam in this subject.		

Assessment Tasks

1 Project context and proposal

Assessment Type
Practical and Written Assessment

Task Description
Unit assessment: You will complete an individual professional project that contains two cumulative components (i.e. Assessment 1 will be the basis of Assessment 2). You must use any feedback provided from assessment 1 to improve your work for Assessment 2.
In this unit, you will demonstrate a synthesis of the knowledge, learning, business research

methodologies, and professional skills that you have acquired and practiced throughout your Masters course. In particular, this unit builds upon your previous work in the unit Research in Business but the Professional Project will be based SOLELY on secondary sources of information. You will work independently to plan, carry out and report on an investigation that addresses a significant issue or problem in business relevant to your future profession (this will be one of the following: marketing, HR, accounting or management). Throughout the term, your independent study will be complemented by a series of webinars (particularly for external students) and interactions with a campus tutor/lecturer, who will provide guidance.

Assessment 1: Project context and proposal (40%)

This is an individual, written assessment, to be completed in report format. The required length of the report is 1,250 to 1,750 words (excluding title page, preliminaries, tables, figures, reference list and appendices). In-text referencing and a full reference list, provided in APA style, are required.

The purpose of this assessment is to provide the contextual background to YOUR future profession, alongside a proposal detailing the topic of YOUR professional project.

In order to successfully complete assessment 1, you are required to reflect upon your course (program) of study and the 'profession' that is associated with this course. This requires you to explore the notion of 'profession' in general, alongside your future career pathways and the specific profession, towards which you are studying. In particular, you are required to write a report including the following:

1. Project context (500 – 750 words; at least 5 high-quality academic and/or practitioner references): Identify and explore YOUR future profession (marketing, HR, accounting or management)

- Produce a **critical** review of your understanding of what it means to 'become a professional' in YOUR future profession.

2. Project proposal (750 – 1,000 words; at least 10 high-quality academic, peer-reviewed journal articles): Identify a problem or issue – **this must be CRUCIALLY relevant to your profession** – which your professional project will address, and write the following:

- Clear and concise working title for your project;
- Background and definition of the issue/problem, including a justification why this issue/problem is crucially relevant to your profession;
- Your project's proposed aim and objectives/research questions;
- A preliminary critical literature review on this issue/problem, particularly highlighting any gaps in the literature;
- An overview of how you will be proceeding with your project, including secondary information sources, approaches to analyse them, major milestones and a Gantt chart schedule.

3. In addition, you are required to attach evidence that you have discussed your proposed topic with your campus tutor (or, if you are an external student, your unit co-ordinator) and that the campus tutor (or unit co-ordinator, for external students) has approved the topic prior to the vacation week.

Assessment Due Date

Week 6 Friday (21 Apr 2017) 11:45 am AEST

Word document; electronic submission via Moodle

Return Date to Students

Results and feedback will be available in Moodle within 10 business days (2 weeks, excluding university vacation).

Weighting

40%

Assessment Criteria

As a Masters-level student, you are required to engage in research as per the Australia Quality Framework (AQF) guidelines. Two specific requirements need to be considered. Students need to demonstrate "a body of knowledge that includes the understanding of recent developments in a discipline and/or area of professional practice, and demonstrate "knowledge of research principles and methods applicable to a field of work and/or learning".

Each unit in the MBA has a number of required weekly readings in terms of academic texts, journals and business publications that represent the appropriate body of knowledge and recent developments referred to by the AQF. In order to demonstrate the ability to engage in appropriate research, students should read and utilise these texts and journals and publications, and as a Masters student, indicate a willingness to research beyond this minimum standard through additional texts, journals and studies that demonstrate an ability to engage in independent research. This is an advanced level course, and accrediting bodies are also looking for evidence of **independent** research, so the ability to conduct this project without continually relying on your tutors and lecturers is an important part of the learning process for this unit.

Students should insure that they understand the specific research that is required for each assessment piece and recognise that if they meet this minimum requirement, you will receive the minimum grade for demonstrated research.

Your attention is drawn to the University's stated position on plagiarism. THE WORK OF OTHERS, WHICH IS INCLUDED IN THE ASSIGNMENT MUST BE ATTRIBUTED TO ITS SOURCE. A full list of references must be submitted as part of the assessment.

Your assignment will be marked on the following eight criteria, with the weighting given on the Moodle site:

- Project context
- Title, background, definition, justification
- Aim and objectives/research questions
- Preliminary critical literature review
- Organisation of the project
- Written communication
- Evidence of tutor/lecturer engagement
- Quality and appropriateness of references, and accuracy of referencing

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)

Submission
Online

Learning Outcomes Assessed

- Develop an understanding of your profession and its role in business and industry
- Identify a problem or issue in your profession and/or the roles normally undertaken by such professionals in business or industry
- Articulate the research questions that address the issue thus identified
- Evaluate and analyse national and international literature and secondary data related to your research questions
- Develop appropriate solutions and recommendations to your applied research questions
- Communicate key findings and outline recommendations for your profession.

Graduate Attributes

- Knowledge
- Communication
- Research
- Self-management

2 Project Report

Assessment Type
Practical Assessment

Task Description
This is an individual, written assessment, to be completed in report format. You are required to write between 3,000 and 4,000 words (excluding title page, preliminaries, tables, figures, reference list and appendices). The report requires in-text referencing and a full reference list in APA style.

The purpose of this assessment is to present the final report of your Professional Project. This report should build upon your assessment 1 and it should address the campus tutor/lecturer or unit co-ordinator (for external students) feedback.

In order to successfully complete Assessment 2, you are required to carry out the investigation you have proposed in Assessment 1 and to write a project report addressing the following:

- Project title;
- Introduction to your profession (very brief) and to the project report;
- Background and definition of the issue/problem, including a justification why the issue/problem is crucially relevant to your profession;
- Your project's aim and objectives/research questions;
- A more detailed critical and well-structured literature review;
- A detailed discussion of how you carried out your project (commensurate with a 'Methodology' chapter);
- Findings from your secondary information analysis;
- Discussion of findings in light of previously reviewed literature;
- Conclusion – this may address recommendations for (soon-to-be) professionals, possible areas of further research, and limitations of your project.

Since this assessment is written in report format, it needs to be presented in professional layout, including: title page, executive summary, table of contents, and full reference list (at least 20 high-quality academic, peer-reviewed journal articles, properly referenced). Figures, tables and other appendices are optional and should only be used if required.

Assessment Due Date
Week 12 Friday (2 June 2017) 11:45 am AEST

Word document; electronic submission via Moodle

Return Date to Students

Results and feedback will be available in Moodle on certification day.

Weighting
60%

Assessment Criteria
As a Masters-level student, you are required to engage in research as per the Australia Quality Framework (AQF) guidelines. Two specific requirements need to be considered. Students need to demonstrate "a body of knowledge that includes the understanding of recent developments in a discipline and/or area of professional practice, and demonstrate "knowledge of research principles and methods applicable to a field of work and/or learning".

Each unit in the MBA has a number of required weekly readings in terms of academic texts, journals and business publications that represent the appropriate body of knowledge and recent developments referred to by the AQF. In order to demonstrate the ability to engage in appropriate research, students should read and utilise these texts and journals and publications, and as a Masters student, indicate a willingness to research beyond this minimum standard through additional texts, journals and studies that demonstrate an ability to engage in independent research. This is an advanced level course, and accrediting bodies are also looking for evidence of **independent** research, so the ability to conduct this project without continually relying on your tutors and lecturers is an important part of the learning process for this unit.

Students should insure that they understand the specific research that is required for each assessment piece and recognise that if they meet this minimum requirement, you will receive the minimum grade for demonstrated research.

Your attention is drawn to the University's stated position on plagiarism. THE WORK OF OTHERS, WHICH IS INCLUDED IN THE ASSIGNMENT MUST BE ATTRIBUTED TO ITS SOURCE. A full list of references must be submitted as part of the assessment.

Your assignment will be marked on the following nine criteria, with the weighting given on the Moodle site:

- Title, background, definitions;
- Justification, aim and objectives/research questions
- Quality and coherence of introduction and conclusion
- Critical literature review
- Methodology
- Findings and analysis

- Discussion
- Written communication
- Quality and appropriateness of references, and accuracy of referencing

Referencing Style

- [American Psychological Association 6th Edition (APA 6th edition)](#)

Submission
Online

Learning Outcomes Assessed

- Develop an understanding of your profession and its role in business and industry
- Identify a problem or issue in your profession and/or the roles normally undertaken by such professionals in business or industry
- Articulate the research questions that address the issue thus identified
- Evaluate and analyse national and international literature and secondary data related to your research questions
- Develop appropriate solutions and recommendations to your applied research questions
- Communicate key findings and outline recommendations for your profession.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management

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