



BUSN20019 Professional Project

Term 3 - 2017

Profile information current as at 13/12/2025 05:46 pm

All details in this unit profile for BUSN20019 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

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 3 - 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 Student feedback on forums and by email.

Feedback

Students struggled with the concept of secondary data and research required for this unit.

Recommendation

Either a basic research textbook is made a compulsory inclusion in this unit, or students are given access to a 'free' text that covers basic research methods and concepts. This is covered in BUSN20016, but students for that unit are not purchasing the text, and certainly not retaining the text for future consultation (e.g. in this unit).

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
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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.

Additional Textbook Information

This unit requires students to choose a project relating to their field of study and to independently conduct a piece of research. Each student has to identify their own reading material relevant to their own project topic, but some generic reading material will be provided within the Moodle site at the commencement of the term.

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

Stephanie Macht Unit Coordinator
s.macht@cqu.edu.au

Schedule

Week 1 - 06 Nov 2017

Module/Topic	Chapter	Events and Submissions/Topic
It is important that you 'hit the ground running' in this unit - you will need to work on your project during the entire term and it is crucial you start already NOW! Lecture 1: The Basics (overview of the unit and revision of the basics) Tutorial 1: Data versus Topic (How to choose a good project)	Read the unit profile, assessment tasks and familiarise yourself with the Moodle site. Please note that there is no prescribed textbook for this unit. Focus on the section labelled <i>Week 1</i> on the Moodle site. Start exploring data sources to identify an appropriate topic, and then start developing your own reading list relevant to YOUR chosen topic.	All students: Familiarise yourself with the Moodle site. Begin to draft a one page document summarising your research plan (which will be your assessment 1.1) On-campus students: Attend lectures and tutorials - valuable hints on how to proceed are given in these lectures. Online students: Identify where (within Moodle) you can find the unit coordinator.

Week 2 - 13 Nov 2017

Module/Topic	Chapter	Events and Submissions/Topic
Independent study: Review of the research process, and understanding of secondary data.	Focus on the section labelled <i>Week 2</i> on the Moodle site. Start exploring data sources to identify an appropriate topic, and then start developing your own reading list relevant to YOUR chosen topic.	Compulsory activity for all students: Begin to draft a one page document summarising your research plan (which will be your assessment 1.1).

Week 3 - 20 Nov 2017

Module/Topic	Chapter	Events and Submissions/Topic
Lecture 2: Refining a Project Tutorial 2: Data, Topic and Literature	Focus on the section labelled Week 3 on the Moodle site. Keep exploring data sources to identify an appropriate topic, and then start developing your own reading list relevant to YOUR chosen topic.	All students: Finish drafting a one page document summarising your research plan (which will be your assessment 1.1) Remember to continually take notes and not leave all the writing to the last minute. On-campus students: Attend lectures and tutorials.
Week 4 - 27 Nov 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Independent study: Revise your understanding of Literature Reviews	Focus on the section labelled Week 4 on the Moodle site. Keep developing your own reading list relevant to YOUR chosen topic.	All students: Submit your one page document summarising your research plan (which will be your assessment 1.1) Keep working on your literature review and start drafting your assessment 1.2 proposal. Remember to continually take notes and not leave all the writing to the last minute. Project Plan (assessment 1.1) Due: Week 4 Tuesday (28 Nov 2017) 11:45 am AEST
Vacation Week - 04 Dec 2017		
Module/Topic	Chapter	Events and Submissions/Topic
		Use this week to progress your project.
Week 5 - 11 Dec 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Lecture 3: Literature Reviews (Advanced) Tutorial 3: Approaches and Methods	Focus on the section labelled Week 5 on the Moodle site. Keep developing your own reading list relevant to YOUR chosen topic.	All students: Keep working on your literature review and keep working on your assessment 1.2 proposal. On-campus students: Attend lectures and tutorials.
Week 6 - 18 Dec 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Independent study: Revise data collection and analysis.	Focus on the section labelled Week 6 on the Moodle site. Keep developing your own reading list relevant to YOUR chosen topic.	All students: Keep working on your literature review and keep working on your assessment 1.2 proposal. Project Proposal (assessment 1.2) Due: Week 6 Friday (22 Dec 2017) 11:45 am AEST
Week 7 - 01 Jan 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Lecture 4: Methods and Data Analysis Tutorial 4: Results/Findings	Focus on the section labelled Week 7 on the Moodle site. Keep developing your own reading list relevant to YOUR chosen topic.	Keep progressing your project and start working on assessment 2 (project report). On-campus students: Attend lectures and tutorials.
Week 8 - 08 Jan 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Independent study: Revise professional writing and referencing	Focus on the section labelled Week 8 on the Moodle site. Keep developing your own reading list relevant to YOUR chosen topic.	Keep progressing your project and start working on assessment 2 (project report).

Week 9 - 15 Jan 2018

Module/Topic	Chapter	Events and Submissions/Topic
Lecture 5: Results/Findings and Discussion Tutorial 5: Discussion and Literature Review	Focus on the section labelled <i>Week 9</i> on the Moodle site. Keep developing your own reading list relevant to YOUR chosen topic.	Keep progressing your project and assessment 2 (project report). On-campus students: Attend lectures and tutorials.

Week 10 - 22 Jan 2018

Module/Topic	Chapter	Events and Submissions/Topic
Independent study	Focus on the section labelled <i>Week 10</i> on the Moodle site. Keep developing your own reading list relevant to YOUR chosen topic.	Keep progressing your project and assessment 2 (project report).

Week 11 - 29 Jan 2018

Module/Topic	Chapter	Events and Submissions/Topic
Lecture 6: Conclusion and Introduction Tutorial 6: Finalising your report	Focus on the section labelled <i>Week 11</i> on the Moodle site. Keep developing your own reading list relevant to YOUR chosen topic.	Keep progressing your project and assessment 2 (project report). You should have an advanced draft of your Assessment 2 completed by this stage. On-campus students: Attend lectures and tutorials.

Week 12 - 05 Feb 2018

Module/Topic	Chapter	Events and Submissions/Topic
Independent study: Revise professional writing and referencing	Focus on the section labelled <i>Week 12</i> on the Moodle site. Keep developing your own reading list relevant to YOUR chosen topic.	Keep progressing your project and assessment 2 (project report). Assessment 2 submission is due this week. Project Report Due: Week 12 Friday (9 Feb 2018) 11:45 am AEST

Term Specific Information

Assessment Tasks

1 Project plan and project proposal

Assessment Type

Practical and Written Assessment

Task Description

Unit assessment overview

During this unit, you will complete an individual professional research project that contains a number of cumulative components - this means that Assessment 2 will build on the components assembled in Assessment 1. You will be given significant feedback and feed-forward during and after Assessment 1, which you must use to develop 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 ENTIRE Masters course. In particular, this unit builds upon your previous work in the unit Research in Business. However, this time **you will actually do a research project**. The Professional Project will be based **SOLELY** on secondary data and it is important that you familiarise yourself early in the unit with the meaning of 'secondary data'. You will work independently (although within a structure) to plan, carry

out and report on an investigation that addresses an issue or problem in business relevant to the profession, towards which you are studying now (this must be one of the following: marketing, accounting, management, or human resource management). Throughout the term, your independent study will be supported by: Moodle resources, interactions with a campus tutor/lecturer, who will provide guidance, and a series of web-based interactions with the unit co-ordinator (these will be scheduled as and when required throughout the term and communicated via Moodle and email).

Assessment 1: Project proposal (40%)

This assessment will be completed in two steps.

Step 1, worth 15% of total unit marks: Single-page project plan.

This assignment requires you to submit, *at the beginning of week 4*, a **single page** project plan. This project plan will contain five components:

1. A statement detailing your 'field of research' - in this, you must clearly explain the relevance of your field of research for the profession, towards which you are studying.
2. A source of secondary data linked to your chosen field of research. You will be required to either include a website with a link to a publicly available secondary data set, or a short description of how you will use publicly available sources as secondary data.
3. A research question or questions that can be answered with the secondary data set you identified; this requires clarity on the questions and possibly a more detailed definition of variables or key themes to be explored.
4. The search terms you propose to use in Google Scholar to identify literature in the field of the research question.
5. Pick (at least) THREE peer-reviewed scholarly articles that arise from the result of your search and that you think will be suitable to become part of your project's literature review. Write two sentences that combine ALL THREE (or more, if you have chosen more) of these sources (referenced correctly) and provide them in a reference list.

Step 2, worth 25% of total unit marks: Project proposal.

For this assignment, *due at the end of week 6*, you will be asked to use the feedback from step 1 to prepare a proposal detailing your proposed project. The proposal is to be written in professional report format and contains the following:

- a short, preliminary literature review that places your project within the context of your profession;
- a focused research aim, and at least one research question; and
- a research plan, including: an overview of your proposed methods of data collection and data analysis; Gantt chart schedule; and clear presentation of data sources.

The required length for this report is **1,750 words** (+/- 10%), excluding preliminaries, reference list and appendices. You are required to include **at least 10 suitable high-quality peer-reviewed scholarly journal articles**.

Assessment Due Date

Assessment 1.1 (single-page project plan) is due in WEEK 4 (Tuesday, 28/11/17 at 11.45am AEST) and Assessment 1.2 (project proposal) is due in WEEK 6 (Friday, 22/12/17 at 11.45am AEST)

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 your Masters program 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, demonstrate an ability 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.

You should ensure that you understand the specific research that is required for each assessment piece and recognise that if you merely 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 criteria; a detailed marking rubric is available in Moodle:

- Clarity and suitability of statement of 'field of research'
- Suitability of data sources
- Search terms
- Ability to integrate sources into academic writing
- Professional presentation and accuracy of work
- Quality and appropriateness of references, and accuracy of referencing
- Feasibility of project within time-frame
- Aim and objectives/research questions
- Preliminary *critical* literature review
- Organisation of the project
- Written communication

Referencing Style

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

Submission

Online

Submission Instructions

Word document; submission via Moodle

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 around **3,000 words** (+/- 10%), excluding title page, preliminaries, tables, figures, reference list and appendices. The report requires in-text referencing and a full reference list in APA style, with evidence that you have critically read and integrated a **minimum of 20 suitable scholarly references**.

The purpose of this assessment is to present the final report of the Professional Project you proposed in Assignment 1. This report should build upon both components of your Assessment 1 and it should be developed with the help of the tutor/co-ordinator feedback.

In order to successfully complete Assessment 2, you are required to carry out the investigation you have proposed in Assessment 1 and produce a professional research report that shows that you have followed through from finding a research question to answering that question and developing recommendations that arise from your findings. The report will follow the typical structure of a research report and will need to include the following:

- Project title
- Introduction (which must include some justification of your topic and your project's aim and research question(s))
- Critical literature review
- A detailed presentation of how you carried out your project (commensurate with a 'Methods' chapter)
- Findings from your secondary data analysis
- Discussion of findings in light of your previously reviewed literature
- Conclusion, including recommendations and limitations

Assessment Due Date

Week 12 Friday (9 Feb 2018) 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
- Methods
- 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

Submission Instructions

Word document; submission via Moodle

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