



# BUSN20019 Professional Project

## Term 1 - 2019

Profile information current as at 05/07/2022 03:53 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 1 - 2019

- 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: 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 emails and phone calls, qualitative comments in the formal unit evaluations and feedback from the Lecturer/Tutors.

#### **Feedback**

Assessment feedback

#### **Recommendation**

The feedback on especially the earlier assessments (assessment 1.1 and 1.2) should be formative, directional, constructive and specific in nature. A constructive guidance via assessment feedback or comments will lead to a more effective learning outcome 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



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes					
	1	2	3	4	5	6
<b>1 - Practical and Written Assessment - 40%</b>	•	•	•	•	•	•
<b>2 - Practical Assessment - 60%</b>	•	•	•	•	•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes					
	1	2	3	4	5	6
<b>1 - Knowledge</b>	○	○	○	○	○	
<b>2 - Communication</b>	○				○	○
<b>3 - Cognitive, technical and creative skills</b>					○	○
<b>4 - Research</b>		○	○	○	○	
<b>5 - Self-management</b>	○	○	○	○	○	○
<b>6 - Ethical and Professional Responsibility</b>					○	○
<b>7 - Leadership</b>						
<b>8 - Aboriginal and Torres Strait Islander Cultures</b>						

### Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes							
	1	2	3	4	5	6	7	8
<b>1 - Practical and Written Assessment - 40%</b>	○	○		○	○			
<b>2 - Practical Assessment - 60%</b>	○	○	○	○	○			

## 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

**Sardana Khan** Unit Coordinator  
[s.khan@cqu.edu.au](mailto:s.khan@cqu.edu.au)

## Schedule

### Week 1 - 11 Mar 2019

Module/Topic	Chapter	Events and Submissions/Topic
<p><b>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!</b></p> <p><b>Lecture 1: The Basics</b> (overview of the unit and revision of the basics). <b>Independent study:</b> Revise the research process and understand secondary data (see BUSN20016). <b>Prepare for the tutorial presentation next week:</b> Prepare for a three minutes tutorial presentation on your draft research plan in week 2 and week 4. The details of this task has been explained in the assessment 1.1 brief. Ask your Lecturer in class if you need further explanation. <b>Distance students</b> will present their ideas in the weekly zoom sessions (week 2 or week 4) directly to the unit coordinator. The schedule of the zoom sessions will be announced regularly via news forum announcements. Contact the unit coordinator if you need further clarification.</p>	<p>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. The resources included in this section will guide you through week 1.</p> <p><b>Start exploring data sources to identify an appropriate topic, and then start developing your own reading list relevant to YOUR chosen topic.</b></p> <p><b>Read the detailed explanation of the purpose and mode of execution of week 2 and 4 tutorial presentation in the Assessment 1.1 brief section in this unit outline and the Moodle site.</b></p>	<p><b>All students:</b> Familiarise yourself with the Moodle site and read week 1 materials in detail. Begin to draft a one page document summarising your research plan (which will be your assessment 1.1).</p> <p><b>Prepare two slides for your three minutes tutorial presentation next week based on your understanding of and preparation for the assessment task 1.1. This presentation is an essential prerequisite to assessment 1.1 and will not bear marks.</b></p> <p><b>Online students:</b> Identify where (within Moodle) you can find the unit coordinator and communicate via official email to get instructions about week 2 or 4 presentation.</p> <p><b>On-campus students:</b> Attend lectures. Valuable hints on how to proceed are given in these lectures.</p>

### Week 2 - 18 Mar 2019

Module/Topic	Chapter	Events and Submissions/Topic
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**Tutorial 1: Data versus Topic** (How to choose a good project)

**Independent study:** Continue revising the research process and understand secondary data (see BUSN20016).

**Tutorial presentation of**

**assessment 1.1:** Students attending this tutorial on campus must come prepared to present their research project ideas for assessment 1.1 in three minutes. The presenters will be selected randomly by the tutor and the remaining students will present in week 4. The tutor will provide oral feedback after each presentation. Distance students will present their ideas in weekly zoom sessions directly to the Unit coordinator. The schedule of the zoom sessions will be announced regularly via news forum announcements. Contact the unit coordinator if you need further clarification.

**Prepare for the tutorial**

**presentation next week:** Prepare for three minutes tutorial presentation on your draft research plan in week 2 and week 4. The details of this task has been explained in the assessment 1.1 brief.

If you miss both week 2 and week 4 tutorial presentations then you will not receive any feedback on assessment 1.1. Ask your Lecturer in class if you need further explanation or support.

Focus on the section labelled *Week 2* 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).

**Only for students who did not**

**present in week 2:** Prepare two slides for your three minutes tutorial presentation in week 4 based on your understanding of and preparation for the assessment task 1.1. Attending this presentation is an essential prerequisite to assessment 1.1 and will not directly bear any mark.

However, attending this presentation is mandatory for receiving feedback from the tutor on assessment 1.1.

**On-campus students:** Attend tutorials. Valuable hints on how to proceed are given in these tutorials. Students will also present their assessment 1.1 ideas in 3 minutes.

**Distance students:** Distance students will present their ideas in weekly zoom sessions directly to the Unit coordinator. The schedule of the zoom sessions will be announced regularly via news forum announcements.

**Week 3 - 25 Mar 2019**

**Module/Topic**

**Chapter**

**Events and Submissions/Topic**

**Lecture 2: Refining a Project**

**Independent study:** Revise your understanding of Literature Reviews.

**Prepare for the tutorial**

**presentation next week:** Prepare for three minutes tutorial presentation on your draft research plan in week 4. The details of this task has been explained in the assessment 1.1 brief. Ask your Lecturer in class if you need further explanation.

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.**

**Read the detailed explanation of the purpose and mode of execution of week 4 tutorial presentation in the Assessment 1.1 brief section in this unit outline and the Moodle site.**

**All students:** Finish drafting a one page document summarising your research plan (which will be your assessment 1.1).

**Only for students who did not**

**present in week 2:** Prepare two slides for your three minutes tutorial presentation next week based on your understanding of and preparation for the assessment task 1.1. Attending this presentation is an essential prerequisite to assessment 1.1 and will not directly bear any mark. However, attending this presentation is mandatory for receiving feedback from your tutor on assessment 1.1.

**On-campus students:** Attend lectures. Valuable hints on how to proceed are given in these lectures. Remember to continually take notes and **not** leave all the writing to the last minute.

**Distance students:** Distance students will present their assessment 1.1 ideas in the weekly zoom sessions directly to the Unit coordinator. The schedule of the zoom sessions will be announced regularly via news forum.

## Week 4 - 01 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
<p><b>Tutorial 2: Data, Topic and Literature</b></p> <p><b>Independent study:</b> Continue revising your understanding of Literature Reviews.</p> <p><b>Tutorial presentation of assessment 1.1:</b> On campus students attending this tutorial must come prepared to present their research project ideas for assessment 1.1 in three minutes. The tutor will provide oral feedback after each presentation. This will be the last chance to present your assessment 1.1 ideas. If you miss both week 2 and week 4 tutorial presentations then you will not receive any feedback on assessment 1.1.</p> <p>Distance students will present their ideas in weekly zoom sessions directly to the Unit coordinator. The schedule of the zoom sessions will be regularly announced via news forum announcements.</p>	<p>Focus on the section labelled <i>Week 4</i> on the Moodle site.</p> <p><b>Keep developing your own reading list relevant to YOUR chosen topic.</b></p>	<p><b>All students:</b> Submit your one page document summarising your research plan (which will be your assessment 1.1).</p> <p>Keep working on your literature review and start drafting your assessment 1.2 proposal. Remember to continually take notes and <b>not</b> leave all the writing to the last minute.</p> <p><b>On-campus students:</b> Attend tutorials. Valuable hints on how to proceed are given in these tutorials. Students will also present their assessment 1.1 ideas in 3 minutes.</p> <p><b>Last chance to attend the mandatory tutorial presentation:</b> Prepare two slides for your three minutes tutorial presentation in week 4 based on your understanding of and preparation for the assessment task 1.1. This presentation is an essential prerequisite to assessment 1.1 and will not directly bear any mark. However, attending this presentation is mandatory for receiving feedback from the tutor on assessment 1.1. This week will be the last opportunity to attend this essential presentation.</p> <p><b>Distance students:</b> Distance students will present their assessment 1.1 ideas in the weekly zoom sessions directly to the Unit coordinator. The schedule of the zoom sessions will be announced regularly via news forum announcements.</p> <p><b>Project Plan (assessment 1.1)</b> <b>Due:</b> Week 4 Saturday (6 April 2019) 11:45 pm AEST.</p>

## Week 5 - 08 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
<p><b>Lecture 3: Literature Reviews (Advanced)</b></p> <p><b>Independent study:</b> Revise data collection and analysis.</p>	<p>Focus on the section labelled <i>Week 5</i> on the Moodle site.</p> <p><b>Keep developing your own reading list relevant to YOUR chosen topic.</b></p>	<p><b>All students:</b> Keep working on your literature review and keep working on your assessment 1.2 proposal.</p> <p><b>On-campus students:</b> Attend lectures. Valuable hints on how to proceed are given in these lectures.</p>

## Vacation Week - 15 Apr 2019

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

## Week 6 - 22 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
<p><b>Tutorial 3: Approaches and Methods</b></p> <p><b>Independent study:</b> Continue revising data collection and analysis.</p>	<p>Focus on the section labelled <i>Week 6</i> on the Moodle site.</p> <p><b>Keep developing your own reading list relevant to YOUR chosen topic.</b></p>	<p><b>All students:</b> Keep working on your literature review and keep working on your assessment 1.2 proposal.</p> <p><b>On-campus students:</b> Attend tutorials. Valuable hints on how to proceed are given in these tutorials.</p> <p><b>Project Proposal (assessment 1.2)</b> <b>Due:</b> Week 6 Friday (26 April 2019) 11:45 pm AEST</p>

**Week 7 - 29 Apr 2019**

Module/Topic	Chapter	Events and Submissions/Topic
<b>Lecture 4: Methods and Data Analysis</b> <b>Independent study:</b> Revise professional writing and referencing.	Focus on the section labelled <i>Week 7</i> on the Moodle site. <b>Keep developing your own reading list relevant to YOUR chosen topic.</b>	Keep progressing your project and start working on assessment 2 (project report). <b>On-campus students:</b> Attend lectures. Valuable hints on how to proceed are given in these lectures.

**Week 8 - 06 May 2019**

Module/Topic	Chapter	Events and Submissions/Topic
<b>Tutorial 4: Results/Findings</b> <b>Independent study:</b> Continue revising professional writing and referencing.	Focus on the section labelled <i>Week 8</i> on the Moodle site. <b>Keep developing your own reading list relevant to YOUR chosen topic.</b>	Keep progressing your project and start working on assessment 2 (project report). <b>On-campus students:</b> Attend tutorials. Valuable hints on how to proceed are given in these tutorials.

**Week 9 - 13 May 2019**

Module/Topic	Chapter	Events and Submissions/Topic
<b>Lecture 5: Results/Findings and Discussion</b>	Focus on the section labelled <i>Week 9</i> on the Moodle site. <b>Keep developing your own reading list relevant to YOUR chosen topic.</b>	Keep progressing your project and assessment 2 (project report). <b>On-campus students:</b> Attend lectures. Valuable hints on how to proceed are given in these lectures.

**Week 10 - 20 May 2019**

Module/Topic	Chapter	Events and Submissions/Topic
<b>Tutorial 5: Discussion and Literature Review</b>	Focus on the section labelled <i>Week 10</i> on the Moodle site. <b>Keep developing your own reading list relevant to YOUR chosen topic.</b>	Keep progressing your project and assessment 2 (project report). <b>On-campus students:</b> Attend tutorials. Valuable hints on how to proceed are given in these tutorials.

**Week 11 - 27 May 2019**

Module/Topic	Chapter	Events and Submissions/Topic
<b>Lecture 6: Conclusion and Introduction</b> <b>Independent study:</b> Revise professional writing and referencing	Focus on the section labelled <i>Week 11</i> on the Moodle site. <b>Keep developing your own reading list relevant to YOUR chosen topic.</b>	Keep progressing your project and assessment 2 (project report). You should have an <b>advanced draft</b> of your Assessment 2 completed by this stage. <b>On-campus students:</b> Attend lectures. Valuable hints on how to proceed are given in these lectures.

**Week 12 - 03 Jun 2019**

Module/Topic	Chapter	Events and Submissions/Topic
<b>Tutorial 6: Finalising your report</b>	Focus on the section labelled <i>Week 12</i> on the Moodle site. <b>Keep developing your own reading list relevant to YOUR chosen topic.</b>	Keep progressing your project and assessment 2 (project report). <b>Assessment 2 submission is due this week.</b> <b>On-campus students:</b> Attend tutorials. Valuable hints on how to proceed are given in these tutorials. <b>Project Report Due:</b> Week 12 Friday (07 June 2019) 11.45 pm AEST

**Review/Exam Week - 10 Jun 2019**

Module/Topic	Chapter	Events and Submissions/Topic
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**Exam Week - 17 Jun 2019**

Module/Topic	Chapter	Events and Submissions/Topic
There is NO EXAM in this unit.		



## 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 **publicly available raw secondary data** and it is important that you familiarise yourself early in the unit with the meaning of '**publicly available raw** 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 end 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 raw secondary data set, or a short description of how you will use publicly available sources as raw 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.

*A compulsory presentation of your research idea for assessment 1 step 1:*

Prepare a three minutes tutorial presentation on your draft research plan in week 2 and week 4. This task has been explained in the assessment 1.1 brief in Moodle as well. Your Lecturer and Tutor will help you understand the task in class if you need further explanation. Distant students should contact the UC for support if required.

**Tutorial presentation of assessment 1.1:** Students attending the week 2 and 4 tutorials must come

prepared to present their research project ideas for assessment 1.1 in three minutes. The presenters will be selected randomly by the tutor in week 2 and the rest of the students will present in week 4. The tutor will provide oral feedback after each presentation. The distance students will present their ideas via the weekly zoom sessions (link will be available in the unit Moodle site) in week 2 and week 4. The schedule of the zoom sessions will be regularly announced in news forum announcements.

You will prepare maximum two slides for your three minutes tutorial presentation based on your understanding of and preparation for the assessment task 1.1. This presentation is a prerequisite of assessment 1.1 and will not directly bear any mark. However, attending this presentation is mandatory for receiving early feedback from the tutor on assessment 1.1. If you miss the presentation in both week 2 and week 4 tutorials, there will be no feedback provided on your assessment 1.1 by the marker. Therefore, please make sure you attend at least one of these presentation tutorials before you submit your assessment 1.1. This presentation is a scope for you to receive feedback on your ideas from your tutor which will potentially increase your chance of getting higher marks in Assessment 1. Since there is no mark directly associated to these presentations, it is of your best interest to attend it in week 2 (the earlier week). It is also important for you to attend week 4 tutorial to learn from the feedback of your tutor on your fellow classmates' ideas.

**Key aspects of the three minutes tutorial presentation:**

*This presentation is a mandatory prerequisite to assessment 1.1 but will not directly bear any mark. Moreover, attending this presentation is essential for receiving feedback from the tutor on assessment 1.1. The power point presentation should focus on the first three contents (1, 2 & 3) of the single page project plan listed above. These three points are important for the tutor to provide feedback. The duration of the presentation is only three minutes and therefore students are expected to go straight to the professional track, research questions and data link part of their assessment 1.1 research plan. Students should not worry about presenting an unacceptable idea or displaying poor presentation skills. The purpose of this tutorial activity is to provide feedback to the students on assessment 1 and not to mark them on the content or quality of the presentation.*

**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 (Saturday 06/04/19 at 11.45 pm AEST) and Assessment 1.2 (project proposal) is due in WEEK 6 (Friday, 26/04/19 at 11.45 pm AEST)

**Return Date to Students**

Results and feedback will be available in Moodle approximately 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**

Assessment 2 is due in WEEK 12 (Friday, 07/06/19 at 11.45 pm AEST)

### **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