



BUSN20019 Professional Project

Term 2 - 2020

Profile information current as at 24/04/2024 02:20 am

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 2 - 2020

- 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. **Research Proposal**

Weighting: 40%

2. **Research Assignment**

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 Staff feedback; student feedback; self-reflection

Feedback

Students need to identify a suitable project early in the term and then work on their project continuously throughout the term.

Recommendation

Facilitate early feedback in the term and ongoing opportunities for further feedback.

Unit Learning Outcomes

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

1. Develop an advanced and integrated understanding of current issues in your profession
2. Apply the skills and knowledge gained from other subjects to identify and successfully investigate a complex problem relevant to your profession
3. Critically review current relevant literature to inform your project's aims and approach
4. Apply research skills to identify, collect and analyse suitable secondary data relevant to your chosen problem
5. Synthesise literature and data to develop critical discussion and appropriate conclusions
6. Communicate key findings in a scholarly manner and outline recommendations for your profession and further research.

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 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

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

Schedule

Week 1 (Lecture 1) - The Basics - 13 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
<p>LECTURE 1: The Basics (overview of the unit and revision of the basics). INDEPENDENT STUDY: Revise the research process and understand secondary data (see BUSN20016).</p>	<p>There is no prescribed textbook for this unit. Recommended reading materials and other resources are in Moodle. Read/watch the resources in the section labelled <i>Week 1 in Moodle</i>. Start exploring data sources to identify appropriate research question(s), and then start developing your own reading list relevant to YOUR chosen project.</p>	<p>Start working on your project NOW - all assessments build upon one another and you need to work on your project consistently throughout the entire term.</p> <p>Write your first BLOG entry (appropriate content and submission by 11.59pm AEST on Sunday this week will attract 1 mark) by addressing these tasks (suggested length: less than 50 words):</p> <ul style="list-style-type: none">• What PROFESSION are you studying towards?• What FIELD will your project be located in? NOT a topic, but a broad FIELD (e.g. social media marketing; sustainable investment; etc.)• What INDUSTRY/INDUSTRIES and/or COMPANY/COMPANIES would you like to study?

Week 2 (Tutorial 1) - Data versus Topic - 20 Jul 2020

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).

Read/watch the resources in the section labelled *Week 2 in Moodle*.
Keep exploring data sources to identify appropriate research question(s), and then start developing your own reading list relevant to YOUR chosen project.

Bring your project ideas and suggested data sources to the tutorial for discussion and instant feedback.

Write your second BLOG entry (appropriate content and submission by 11.59pm AEST on Sunday this week will attract 1 mark) by addressing these tasks (suggested length: less than 50 words):

- What publicly available raw SECONDARY DATA can you find of relevance to your preferred field and industry(ies)/company(ies)?
- What Research Question(s) could you answer with the data set(s) you found?

Week 3 (Lecture 2) - Refining a Project - 27 Jul 2020

Module/Topic

Chapter

Events and Submissions/Topic

LECTURE 2: Refining a Project.

INDEPENDENT STUDY: Revise your understanding of Literature Reviews.

Read/watch the resources in the section labelled *Week 3 in Moodle*.
Keep exploring data sources to identify appropriate research question(s), and then start developing your own reading list relevant to YOUR chosen project.

This week's BLOG entry will be presented in the tutorials next week - this is akin to an assessed presentation (Assessment 1.1) and it is worth 10% of the total unit marks. Blog entries must be posted before 11.59pm AEST on Sunday this week AND you must attend the tutorial next week to receive feedback and be marked. Write your third BLOG entry by addressing these tasks (suggested length: less than 250 words):

- What is/are your proposed Research Question(s)?
 - What is/are the secondary data source(s) that you propose to use for your project?
 - What piece of literature (academic journal article) may be particularly relevant to your project?
- See Assessment 1 for further details.

Week 4 (Tutorial 2) - Student presentations and feedback - 03 Aug 2020

Module/Topic

Chapter

Events and Submissions/Topic

TUTORIAL 2: ASSESSMENT 1.1 - The blog entries from Week 3 will be presented in the tutorials this week. You must attend in order to receive feedback and be marked.

INDEPENDENT STUDY: Continue revising your understanding of Literature Reviews.

Read/watch the resources in the section labelled *Week 4 in Moodle*.
Keep developing your own reading list relevant to YOUR chosen project.

Write your fourth BLOG entry (appropriate content and submission by 11.59pm AEST on Sunday this week will attract 1 mark) by addressing these tasks (suggested length: less than 50 words):

- What search terms can you use in Google Scholar to identify suitable scholarly literature for your project?
- What is the main thing you need to change/address based on the feedback from this week's tutorial (A1.1)?

Week 5 (Lecture 3) - Literature Reviews (Advanced) - 10 Aug 2020

Module/Topic

Chapter

Events and Submissions/Topic

LECTURE 3: Literature Reviews (Advanced).

INDEPENDENT STUDY: Revise data collection and analysis.

Read/watch the resources in the section labelled *Week 5 in Moodle*.
Keep developing your own reading list relevant to YOUR chosen project.

Keep working on your project proposal (Assessment 1.2).

Write your fifth BLOG entry (appropriate content and submission by 11.59pm AEST on Sunday this week will attract 1 mark) by addressing these tasks (suggested length: less than 150 words):

- Find 3 suitable academic journal articles for your project and write 2 sentences combining ALL 3 articles (this allows you to practice literature review and critical writing skills). Present these 2 sentences with in-text referencing and a reference list (APA style) in your blog.
- In bullet points, outline how you would structure a Literature Review section for your proposal.

Vacation Week - 17 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
Make-up classes for public holidays may be scheduled in this week - if that is the case, please refer to your personal timetable and communication from your tutor/lecturer.	Keep developing your own reading list relevant to YOUR chosen project.	Use this week to progress your project.

Week 6 (Tutorial 3) - Approaches and Methods - 24 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
<p>TUTORIAL 3: Approaches and Methods.</p> <p>INDEPENDENT STUDY: Continue revising data collection and analysis.</p>	<p>Read/watch the resources in the section labelled <i>Week 6 in Moodle</i>. Keep developing your own reading list relevant to YOUR chosen project.</p>	<p>Project Proposal (ASSESSMENT 2.2) Due: Week 6 Friday (28 August 2020) 11:59pm AEST.</p> <p>Write your sixth BLOG entry (appropriate content and submission by 11.59pm AEST on Sunday this week will attract 1 mark) by addressing these tasks (suggested length: less than 50 words):</p> <ul style="list-style-type: none"> • What is your study's population? What is your sample size? What is your sampling approach? • Why did you choose this population? Why did you choose this sample? • Find ONE suitable journal article that talks about your sampling approach and present it in APA style.

Week 7 (Lecture 4) - Methods and Data Analysis - 31 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
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LECTURE 4: Methods and Data Analysis.
INDEPENDENT STUDY: Continue revising data collection and analysis.

Read/watch the resources in the section labelled *Week 7 in Moodle*.
Keep developing your own reading list relevant to YOUR chosen project.

Keep progressing your project and start working on assessment 2.2 (project report).
Write your seventh BLOG entry (appropriate content and submission by 11.59pm AEST on Sunday this week will attract 1 mark) by addressing these tasks (suggested length: less than 150 words):

- Look at the A2.2 (report) requirements: what are the main areas you need to revise?
- Build a 'template' for the A2.2 report and upload it to your blog.

Week 8 (Tutorial 4) - Results/Findings - 07 Sep 2020

Module/Topic

Chapter

Events and Submissions/Topic

TUTORIAL 4: Results/Findings.
INDEPENDENT STUDY: Revise data analysis.

Read/watch the resources in the section labelled *Week 8 in Moodle*.
Keep developing your own reading list relevant to YOUR chosen project.

Keep progressing your project and work on Assessment 2.2 (project report).
Write your eighth BLOG entry (appropriate content and submission by 11.59pm AEST on Sunday this week will attract 1 mark) by addressing these tasks (suggested length: less than 150 words):

- After reading your A1.2 feedback, what are the main areas you need to change/improve?
- What analysis approach(es) will you use? Why will you use those?

Week 9 (Lecture 5) - Results/Findings and Discussion - 14 Sep 2020

Module/Topic

Chapter

Events and Submissions/Topic

LECTURE 5: Results/Findings and Discussion.
INDEPENDENT STUDY: Revise data analysis and literature review.

Read/watch the resources in the section labelled *Week 9 in Moodle*.
Keep developing your own reading list relevant to YOUR chosen project.

Keep progressing your project and work on Assessment 2.2 (project report).
This week's BLOG entry will be presented in the tutorials next week - this is akin to an assessed presentation (Assessment 2.1) and it is worth 10% of the total unit marks. Blog entries must be posted before 11.59pm AEST on Sunday this week AND you must attend the tutorial next week to receive feedback and be marked. Write your ninth BLOG entry by addressing these tasks (suggested length: less than 250 words):

- What is/are your Research Question(s)?
- What EXACTLY did you do to collect your data and prepare it for analysis?
- What ONE piece of methodology literature (academic journal article) may be particularly relevant to your project? Present it in APA style. See Assessment 2 for further details.

Week 10 (Tutorial 5) - Student presentations and feedback - 21 Sep 2020

Module/Topic

Chapter

Events and Submissions/Topic

TUTORIAL 5: ASSESSMENT 1.1:
The blog entries from Week 3 will be presented in the tutorials this week - you must attend in order to receive feedback and be marked.
INDEPENDENT STUDY: Revise literature review.

Read/watch the resources in the section labelled *Week 10 in Moodle*.
Keep developing your own reading list relevant to YOUR chosen project.

Keep progressing your project and work on Assessment 2.2 (project report).
Write your tenth BLOG entry (appropriate content and submission by 11.59pm AEST on Sunday this week will attract 1 mark) by addressing these tasks (suggested length: less than 150 words):

- What EXACTLY did you do to analyse your data descriptively?
- What EXACTLY did you do to analyse your data in a more advanced manner?
- How many references from your LR can you re-use in your discussion to compare them to your findings? Name them!

Week 11 (Lecture 6) - Conclusion and Introduction - 28 Sep 2020

Module/Topic	Chapter	Events and Submissions/Topic
<p>LECTURE 6: Conclusion and Introduction. INDEPENDENT STUDY: Revise conclusion, introduction and research questions.</p>	<p>Read/watch the resources in the section labelled <i>Week 11 in Moodle</i>. Keep developing your own reading list relevant to YOUR chosen project.</p>	<p>Keep progressing your project and work on Assessment 2.2 (project report). Write your eleventh BLOG entry (appropriate content and submission by 11.59pm AEST on Sunday this week will attract 1 mark) by addressing these tasks (suggested length: less than 50 words):</p> <ul style="list-style-type: none"> • State 1-2 specific limitations of your project (bullet points) • State 1-2 specific recommendations for practice (bullet points) • State 1-2 specific recommendations for further research (bullet points)

Week 12 (Tutorial 6) - Finalising your Report - 05 Oct 2020

Module/Topic	Chapter	Events and Submissions/Topic
<p>TUTORIAL 6: Finalising your Report. INDEPENDENT STUDY: Revise professional writing and referencing.</p>	<p>Read/watch the resources in the section labelled <i>Week 12 in Moodle</i>. Keep developing your own reading list relevant to YOUR chosen project.</p>	<p>Complete your project and finalise your project report (Assessment 2.2). Write your final BLOG entry (appropriate content and submission by 11.59pm AEST on Sunday this week will attract 1 mark) by addressing these tasks (suggested length: less than 50 words):</p> <ul style="list-style-type: none"> • What do you need to change in your introduction to ensure it is still relevant? • Complete the Professional Project checklist and upload it to your blog. <p>Project Report (ASSESSMENT 2.2) Due: Week 12 Friday (09 October 2020) 11:59pm AEST.</p>

Assessment Tasks

1 Project Proposal

Assessment Type

Research Proposal

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**. 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). The Professional Project is based SOLELY on publicly available secondary data.

The key to success in this unit is twofold: (1) to choose a suitable and feasible project, with appropriate secondary data, early in the term, and (2) to remain on track with this suitable and feasible project throughout the remainder of the term. To help you get on track and stay on track, you will write a **weekly blog**, which not only allows you to progress your project every week, but also gives your tutor an opportunity to identify issues and provide you with feedback. Two of these blog entries will be presented in the classroom as part of the assessments for this unit (akin to an ASSESSED PRESENTATION) - the remaining blogs will carry one mark each and they will be used for formative feedback throughout the term.

Weekly Blog Entries (using the Moodle blogging tool):

Every week, the unit profile specifies a small task, which requires you to work on a particular area of your project. By the end of the relevant week, you write a brief blog entry (usually between 50 and 250 words) addressing this task. The weekly tasks are designed so that any work you do in preparation for the blog entry will be DIRECTLY and IMMEDIATELY relevant and transferable (sometimes word-for-word) to your project - this means, the blog should not add to your workload, but instead function as a tool to keep records and remain on track.

The blog entries in weeks 1-6 are part of Assessment 1: the entry written in Week 3 will be presented during the tutorial in Week 4 - this particular entry is worth 10% of the unit marks. The remaining five entries in this time period attract one mark each (cf. 1% of total unit marks) provided they have appropriate content and were submitted during the respective week. Please see Assessment 1 for further information.

The blog entries in weeks 7-12 are part of Assessment 2: the entry written in Week 9 will be presented during the tutorial in Week 10 - this particular entry is worth 10% of the unit marks. The remaining five entries in this time period attract one mark each (cf. 1% of total unit marks) provided they have appropriate content and were submitted during the respective week. Please see Assessment 2 for further information.

*Note: This is only flexible for late enrolments and evidenced unforeseeable circumstances. Otherwise, the time stamp of blog entries will be considered as date of submission.

Assessment 1: Project proposal (40%)

This assessment contains three components:

1. A1.1 is the blog entry posted in Week 3 and presented during the tutorial in Week 4 (worth 10% of total unit marks).
2. A1.2 is a written project proposal, submitted through Turnitin, in Week 6 (worth 25% of total unit marks).
3. A1.3 is the weekly blog entry in Weeks 1, 2, 4, 5, and 6 (overall worth 5% of total unit marks).

A1.1 - Blog entry from Week 3, presented during the tutorial in Week 4 (10%):

This blog entry requires you to answer the following questions (suggested length: less than 250 words):

- **What is/are your proposed Research Question(s)?** Between 1 and 3 clearly articulated research questions that can be answered with the secondary data source(s) you present in this blog entry. To make this very clear, you may possibly need to include a more detailed definition of variables or key themes to be explored.
- **What is/are the secondary data source(s) that you propose to use for your project?** This needs to include a website link to publicly available raw secondary data set(s) or a short description of how you will use publicly available secondary source(s) as raw data.
- **What piece of literature (academic journal article) may be particularly relevant to your project?** Please provide ONE suitable journal article reference in APA style.

The blog entry must be posted into the Moodle blog before 11.59pm on Sunday 02 August 2020. During the tutorial in week 4, your tutor will show your blog entry to the class and you may be asked to briefly outline your project and/or

answer a few clarifying questions – this will be very brief as more time will be dedicated for the tutor to give you feedback and your mark will be available in Moodle within a week after the tutorial. You need to be in attendance at the tutorial to receive the feedback and to get marked.

A1.2 – written project proposal, submitted through Turnitin, in Week 6 (25%):

For this assignment, due at the end of week 6, you must use the contents of your blogs to date, in particular also the feedback from A1.1, to prepare a project proposal. The proposal is an individual assessment, to be written in professional report format, and contains the following:

- **Title page** (with a clear project title), executive summary, table of contents
- **Background, problem statement and research question(s)**. This section functions as the introduction to your report. It needs to provide a clear overview of the project in the context of its background, why the problem needs to be researched, and the research question(s) your project will answer.
- **Literature review**. A short, preliminary literature review that demonstrates your ability to critically review literature and theory relevant to your project.
- **Research methodology**. A clear presentation of the data source(s) you will use, as well as a detailed description of how you will collect and analyse the data. You should attempt to also explain why your chosen approaches to data collection and analysis will be suitable for your project. Remember that you may only use publicly available secondary data.
- **Reference list**. All sources, which you have used in the text of your project proposal, need to be referenced correctly in the text AND within a reference list at the end of your proposal. You are required to use a MINIMUM of 10 suitable peer-reviewed scholarly journal articles.

Note: The required length for this report is **1,200 words** (+/- 10%), excluding preliminaries, reference list and appendices. Appendices are optional and should be used for supplementary material only. You must use common font (e.g. Arial or Times New Roman) with font size 11 or 12, as well as appropriate margins and spacing.

A1.3 – Weekly blog entries from Weeks 1, 2, 4, 5 and 6 (5%):

If the blog entry was posted during the respective week and if it has appropriate content relevant to the given task of that particular week, it will attract 1 mark. Please note that detailed feedback on these blogs will not be provided unless sought by the student, e.g. during consultation hours.

Assessment Due Date

Assessment 1.1 (blog Week 3) must be posted in WEEK 3 (before Sunday 02/08/2020 at 11.59pm AEST) AND students must attend their presentation in the timetabled tutorial in WEEK 4. Assessment 1.2 (project proposal) is due in WEEK 6 (Friday, 28/08/2020 at 11.59 pm AEST). Assessment 1.3 (weekly blogs) need to be posted by 11.59pm AEST on Sunday of the relevant week.

Return Date to Students

Feedback on Assessment 1.1 will be provided in class. Results and feedback on Assessments 1.2 and 1.3 will be available in Moodle approximately within 10 business days (2 weeks, excluding university vacation) following 28 August 2020.

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; detailed marking rubrics are available in Moodle:

Assessment 1.1 (10%)	Assessment 1.2 (25%) and 1.3 (5%)
<ul style="list-style-type: none"> • Research question(s) (40%) • Data sources (40%) • Reference (20%) 	<ul style="list-style-type: none"> • Background, problem statement and research question(s) (25%) • Preliminary critical literature review (20%) • Proposed research methodology (30%) • Quality and appropriateness of references, and accuracy of referencing (10%) • Professional written communication (10%) • Blogs from weeks 1, 2, 4, 5, and 6 (5%)

Late submission and academic misconduct penalties will be applied in accordance with the university policies.

Referencing Style

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

Submission

Online

Submission Instructions

Assessment 1.1: Moodle blog post AND attendance at WEEK 4 tutorial; Assessment 1.2: Word document; submission via Turnitin; Assessment 1.3: Moodle blog posts.

Learning Outcomes Assessed

- Develop an advanced and integrated understanding of current issues in your profession
- Apply the skills and knowledge gained from other subjects to identify and successfully investigate a complex problem relevant to your profession
- Critically review current relevant literature to inform your project's aims and approach
- Apply research skills to identify, collect and analyse suitable secondary data relevant to your chosen problem

Graduate Attributes

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

2 Project Report

Assessment Type

Research Assignment

Task Description

This assessment contains three components:

1. A2.1 is the blog entry posted in Week 9 and presented during the tutorial in Week 10 (worth 10% of total unit marks).
2. A2.2 is a written project report, submitted through Turnitin, in Week 12 (worth 45% of total unit marks).
3. A2.3 is the weekly blog entry in Weeks 7, 8, 10, 11 and 12 (overall worth 5% of total unit marks).

A2.1 - Blog entry from Week 9, presented during the tutorial in Week 10 (10%):

This blog entry requires you to answer the following questions (suggested length: less than 250 words):

- **What is/are your Research Question(s)?** Please copy and paste your RQs into your blog.
- **What EXACTLY did you do to collect your data and prepare it for analysis?** You need to clearly outline what activities you have done (in detail) to collect your data and prepare it for analysis - this should include transparent presentation of your data source(s) (e.g. weblinks to data sets or explanation of how you collected data) and transparent presentation of what you did with your data once you have collected it.
- **What piece of methodology literature (academic journal article) may be particularly relevant to your project?** Please provide ONE suitable journal article reference in APA style.

The blog entry must be posted into the Moodle blog before 11.59pm on Sunday 20 September 2020. During the tutorial in week 10, your tutor will show your blog entry to the class and you may be asked to briefly outline your project and/or answer a few clarifying questions - this will be very brief as more time will be dedicated for the tutor to give you feedback and your mark will be available in Moodle within a week after the tutorial. You need to be in attendance at the tutorial to receive the feedback and to get marked.

A2.2 - written project report, submitted through Turnitin, in Week 12 (45%):

This is an individual, written assessment, to be completed in professional report format. You are required to write around 3,000 words (+/- 10%), excluding 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 Assessment 1. This report should build on your blog entries, your Assessment 1 and the feedback from the tutor/co-ordinator.

In order to successfully complete Assessment 2.2, 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:

- **Title page (with a clear project title), executive summary, table of contents**
- **Introduction**, including: background, problem statement, and research question(s)
- **Critical literature review**
- **Research methodology**, including: transparent presentation of data source(s), and how you collected and analysed the data
- **Findings** from your secondary data analysis
- **Discussion** of findings in comparison to your previously reviewed literature
- **Conclusion**, including: answering your research question(s), recommendations (for practice and research) and limitations
- **Reference list**
- **Appendices**

Note: Appendices are optional and should be used for supplementary material only. You must use common font (e.g. Arial or Times New Roman) with font size 11 or 12, as well as appropriate margins and spacing.

A2.3 - Weekly blog entries from Weeks 7, 8, 10, 11 and 12 (5%):

If the blog entry was posted during the respective week and if it has appropriate content relevant to the given task of that particular week, it will attract 1 mark. Please note that detailed feedback on these blogs will not be provided unless sought by the student, e.g. during consultation hours.

Assessment Due Date

Assessment 2.1 (blog Week 9) must be posted in WEEK 9 (before Sunday 20/09/2020 at 11.59pm AEST) AND students must attend their presentation in the timetabled tutorial in WEEK 10. Assessment 2.2 (project report) is due in WEEK 12 (Friday, 09/10/2020 at 11.59 pm AEST). Assessment 2.3 (weekly blogs) need to be posted by 11.59pm AEST on Sunday of the relevant week.

Return Date to Students

Feedback on Assessment 2.1 will be provided in class. Results and feedback on Assessments 2.2 and 2.3 will be available in Moodle on certification date.

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 your postgraduate course 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 ensure 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 criteria (a rubric is available in Moodle):

Assessment 2.1 (10%)	Assessment 2.2 (45%) and 2.3 (5%)
<ul style="list-style-type: none"> • Research question(s) (20%) • Data collection (40%) • Data preparation (20%) • Reference (20%) 	<ul style="list-style-type: none"> • Introduction (5%) • Critical literature review (15%) • Research methodology (15%) • Findings from your secondary data analysis (20%) • Discussion of findings in light of previously reviewed literature (15%) • Conclusion (5%) • Professional written communication (10%) • Quality and appropriateness of references, and accuracy of referencing (10%) • Blogs from weeks 7, 8, 10, 11 and 12 (5%)

Late submission and academic misconduct penalties will be applied in accordance with the university policies.

Referencing Style

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

Submission

Online

Submission Instructions

Assessment 2.1: Moodle blog post AND attendance at WEEK 10 tutorial; Assessment 2.2: Word document; submission via Turnitin; Assessment 2.3: Moodle blog posts.

Learning Outcomes Assessed

- Develop an advanced and integrated understanding of current issues in your profession
- Apply the skills and knowledge gained from other subjects to identify and successfully investigate a complex problem relevant to your profession
- Critically review current relevant literature to inform your project's aims and approach
- Apply research skills to identify, collect and analyse suitable secondary data relevant to your chosen problem
- Synthesise literature and data to develop critical discussion and appropriate conclusions
- Communicate key findings in a scholarly manner and outline recommendations for your profession and further research.

Graduate Attributes

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

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem