



BUSN20021 Business Research Project

Term 2 - 2020

Profile information current as at 09/05/2024 09:11 pm

All details in this unit profile for BUSN20021 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

Business Research Project is an independent 12cp research unit. You will identify and conduct supervised independent research in an appropriate area of interest of relevance to your specific Masters Course. You will identify the topic, review existing literature, set the research questions, define the methodology, collect and analyse the data, and write up the final business project. The emphasis in this unit is on self-development under supervision of an appropriate faculty member.

Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

Credit Points: *12*

Student Contribution Band: *10*

Fraction of Full-Time Student Load: *0.25*

Pre-requisites or Co-requisites

BUSN20016 Research in Business and 72 credit points of relevant unit work specific to their chosen discipline. As this unit involves integrating the majority of the content of a course in a research context, it is recommended students will undertake this research task having completed the majority of their course.

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

- Online

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 12-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 25 hours of study per week, making a total of 300 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. **Written Assessment**

Weighting: 100%

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 Self-reflection based on recent enrolment statistics.

Feedback

This is a unit of particular relevance to students with an interest in research, and it can provide students with an opportunity to carry out an independent research project of a larger size than currently available in postgraduate capstone units like BUSN20019. However, many students seem unaware of this option.

Recommendation

The availability of this unit should be promoted to students as early as their initial Orientation, alongside the promotion of the equally weighted 12 credit point internship option.

Unit Learning Outcomes

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

1. Interpret research knowledge and apply to working within a business context.
2. Analyse the business phenomena and apply systematic inquiry skills to a defined problem.
3. Generate hypotheses of relevance to business practice and operationalise these into testable research questions.
4. Design qualitative and/or quantitative research methods including the collection of data, analysis and interpretation of findings.
5. Identify and analyse research literature.
6. Incorporate knowledge of ethical, legal and professional matters into the research process.
7. Apply high-level written communication skills and an awareness of professional writing styles to the production of the final thesis.

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	7
1 - Written Assessment - 100%	•	•	•	•	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes						
	1	2	3	4	5	6	7
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 - Written Assessment - 100%	○	○	○	○	○	○		

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)
- Endnote bibliographic software. This is optional for formatting references.
- SPSS or Nvivo Data analysis software. Optional programs to support data analysis.

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

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Schedule

Week 1 - 13 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
Identify supervisor and discuss topic area. Do readings under guidance of the supervisor, and aim to finalise topic by week 2.	Engage with readings provided in Moodle.	Crafting a well-defined topic is one of the most important parts of doing research. Defining a topic can be a multi-step process. You need to: <ul style="list-style-type: none">• Think about what drew you to the topic in the first place: what areas interest you the most?• Do some basic research both for background information and to find out what's already been written on your topic.• Be sure you have a manageable amount to cover within the time and space requirements of your assignment.

Week 2 - 20 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
Finalise topic. Commence project plan. Finalise project plan. Continue working on project as per supervisor guidance.	Engage with readings provided in Moodle.	Choosing and refining a successful search strategy.

Week 3 - 27 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
Decide method and apply for Ethics if required. Finalise Ethics. Continue working on project as per supervisor guidance.	Engage with readings provided in Moodle.	Select the appropriate method for your question. + descriptive - qualitative or quantitative + exploratory - qualitative. + causal - quantitative Apply for ethics this week if required!

Week 4 - 03 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
Commence systematic literature review. Continue working on project as per supervisor guidance.	Engage with readings provided in Moodle.	TUESDAY WEEK 4 - Last day to withdraw from units without financial liability and academic penalty! Commence writing. You'll need to write your paper and cite your sources in a standard manner. This section will: <ul style="list-style-type: none"> • Guide you to writing help on campus and at the library through several websites. • Take you to help sheets on the most common styles for formatting bibliographies, works cited lists, and footnotes/endnotes. • Help you in the important task of avoiding plagiarism.

Week 5 - 10 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
Literature and citation.	Engage with readings provided in Moodle.	Continue to work on literature review, focusing on structure and organisation.

Vacation Week - 17 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
		Continue to work on literature review, focusing on structure and organisation.

Week 6 - 24 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
Continue with literature review.	Engage with readings provided in Moodle.	Continue to search and write up literature.

Week 7 - 31 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
Commence data collection stage no later than Week 7.	Engage with readings on data approaches.	Continue to search and write up literature.

Week 8 - 07 Sep 2020

Module/Topic	Chapter	Events and Submissions/Topic
Continue data collection and begin to set up data analysis.	Engage with readings on data analysis approaches.	Continue to search and write up literature.

Week 9 - 14 Sep 2020

Module/Topic	Chapter	Events and Submissions/Topic
Continue working on project as per supervisors guidance. Data analysis.	Engage with readings provided in Moodle.	Write Methods section.

Week 10 - 21 Sep 2020

Module/Topic	Chapter	Events and Submissions/Topic

Continue working on project as per supervisors guidance. Data analysis.

Engage with readings provided in Moodle.

Begin to write findings.

Week 11 - 28 Sep 2020

Module/Topic

Continue working on project as per supervisors guidance.

Chapter

Engage with readings provided in Moodle.

Events and Submissions/Topic

Finalise write-up of findings, and begin discussion and conclusion.

Week 12 - 05 Oct 2020

Module/Topic

Continue working on project as per supervisors guidance.

Chapter

Engage with readings provided in Moodle.

Events and Submissions/Topic

Finalise discussion and conclusion.
Edit and check work.
Thesis will be sent out for examination.

Written Assessment - Thesis Due:
Week 12 Friday (9 Oct 2020) 11:59 pm AEST

Assessment Tasks

1 Written Assessment - Thesis

Assessment Type

Written Assessment

Task Description

BUSN20021 requires the production of a thesis. This project should be developed from the knowledge that you have gained during your Masters work, in consultation with your supervisor. Your thesis will be approximately 6,000 words in length, and require some original research using primary and/or secondary research, or potentially a structured, systematic or integrated literature review.

Assessment Due Date

Week 12 Friday (9 Oct 2020) 11:59 pm AEST

Submitted online through moodle

Return Date to Students

Exam Week Friday (23 Oct 2020)

Results will be released once examination of the thesis is finalised and moderated.

Weighting

100%

Assessment Criteria

Thesis Examination Criteria

You will be assessed on the following areas

- does the student show sufficient familiarity with, and understanding and critical appraisal of, the relevant literature?
- does the thesis provide a sufficiently comprehensive investigation of the topic?
- are the research methods and techniques adopted appropriate to the subject matter and are they properly justified and applied?
- are the research results suitably set out and accompanied by adequate exposition and interpretation?
- are conclusions and implications appropriately developed and clearly linked to the nature and content of the research framework and findings?
- has/have the research question(s) been tested or explored according to disciplinary norms?
- is the quality of communication and general presentation of the thesis of a suitably high standard?
- does the thesis as a whole constitute a substantive original contribution to knowledge in the

subject area with which it deals?

Examiners are also asked to consider the following attributes.

- demonstrates authority in the field and shows evidence of knowledge
- demonstrate a thorough grasp of the appropriate methodological techniques and an awareness of their limitations
- make a contribution to knowledge demonstrate the student's ability to communicate research findings effectively in the professional arena and in an international context
- demonstrate an understanding of, and commitment to, research ethics and integrity.

Referencing Style

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

Submission

Online

Learning Outcomes Assessed

- Interpret research knowledge and apply to working within a business context.
- Analyse the business phenomena and apply systematic inquiry skills to a defined problem.
- Generate hypotheses of relevance to business practice and operationalise these into testable research questions.
- Design qualitative and/or quantitative research methods including the collection of data, analysis and interpretation of findings.
- Identify and analyse research literature.
- Incorporate knowledge of ethical, legal and professional matters into the research process.
- Apply high-level written communication skills and an awareness of professional writing styles to the production of the final thesis.

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