

BUS101 Exploring Business Research

School: School of Business and Creative Industries

2026 | Trimester 1

UniSC Sunshine Coast
UniSC Moreton Bay

**BLENDED
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

Please go to usc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

Business research is essential for any organisation to remain competitive, understand their customers' needs, and resolve business problems or take advantage of opportunities. Through research and discussion, you will explore how to define business problems and design business research to address them. Having an ongoing dialog in the workshops you will focus on how to interpret business analytics for decision making. You will acquire practical skills to aid in evidence-based decision making, conducting business research, and communicating outcomes to benefit your future job role/organisation.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Asynchronous (recorded) online delivery of learning material.	1hr	Week 1	11 times
Tutorial/Workshop 1 – Synchronous (live) and scheduled face to face workshops.	2hrs	Week 1	10 times
ONLINE			
Learning materials – Asynchronous (recorded) online delivery of learning material.	1hr	Week 1	11 times
Tutorial/Workshop 1 – Synchronous (live) online workshops (Recorded)	2hrs	Week 1	10 times

1.3. Course Topics

Key concepts include: the role of the research process and business analytics, the fundamentals of choosing a method for research, and the essential analytics used to solve research problems.

2. What level is this course?

100 Level (Introductory)

Engaging with discipline knowledge and skills at foundational level, broad application of knowledge and skills in familiar contexts and with support. Limited or no prerequisites. Normally, associated with the first full-time study year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING *
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Identify and use foundational research skills to solve business problems.	Empowered	PC1, PC3, PC3.1
2 Apply a research approach to solve business problems.	Creative and critical thinker Empowered	PC3, PC3.1
3 Use academic literature to justify business solutions and recommendations.	Knowledgeable Empowered	PC1.1, PC3, PC3.1
4 Apply, analyse and evaluate quantitative techniques for business analytics (descriptive, inferential and predictive statistics)	Empowered	PC3.1
5 Apply statistical tools and software to support business decision making.	Empowered	PC1.3, PC3.1, PC6
6 Articulate business outcomes and recommendations in a written mode.	Engaged	PC1.1

* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1	Communication
PC1.1	Written Communication
PC1.3	Digital Literacy
PC3	Creative and Critical Thinking
PC3.1	Problem Solving
PC6	Career-ready

5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

The workshops will have embedded tasks to assist with drafting the tasks.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Report	Individual	30%	800 words (+/- 10%)	Week 5	Online Assignment Submission with plagiarism check
All	2	Artefact - Creative, and Written Piece	Individual	30%	One A3 poster (approx. 500-600 words +/- 10%).	Week 11	Online Assignment Submission with plagiarism check
All	3	Oral	Individual	40%	8-10 minute recorded presentation	Exam Period	Online Submission

All - Assessment Task 1: Research Foundations Report

GOAL:	To demonstrate foundational research skills in an authentic business context through information literacy, critical thinking, synthesis of information, professional written communication, and research planning.		
PRODUCT:	Report		
FORMAT:	Task 1 draws on concepts introduced in Modules 1-3 and focuses on developing foundational research skills. You will compile an annotated bibliography of relevant academic journal articles addressing a business case issue. Drawing on this research, you will then justify a research question to guide your proposed research project. Further details will be provided on Canvas.		
CRITERIA:	No.		Learning Outcome assessed
	1	Foundational research skills in an authentic business context	1 2 3 6
GENERIC SKILLS:	Communication, Problem solving, Organisation, Information literacy		

All - Assessment Task 2: Research Poster

GOAL:	To demonstrate knowledge and application of business research concepts in an authentic business context through the visual communication of a proposed research design supported by appropriate scholarly evidence.	
PRODUCT:	Artefact - Creative, and Written Piece	
FORMAT:	Task 2 builds on the research problem and question developed in Task 1. Drawing on concepts introduced in Weeks 5-8, you will design a business research project and communicate your proposed design through a visual research poster. You will outline how to investigate the business issue by identifying the key elements of your chosen research method and supporting your approach with relevant academic literature. Further details will be provided on Canvas.	
CRITERIA:	No.	Learning Outcome assessed
	1	Identification of research issues, development and presentation of a research proposal 1 2 3
GENERIC SKILLS:	Communication, Problem solving, Organisation, Applying technologies, Information literacy	

All - Assessment Task 3: Applied Data Interpretation Presentation

GOAL:	To demonstrate understanding and application of business analytics through the interpretation of data and the communication of evidence-based recommendations for business decision-making.	
PRODUCT:	Oral	
FORMAT:	Task 3 builds on the skills developed throughout the course by focusing on your ability to interpret research findings and communicate their business implications. Drawing on concepts introduced in Weeks 9–12, you will record a short presentation in which you analyse a set of research results, explain what the findings mean, and make practical recommendations for a business audience. The presentation will demonstrate your understanding of how data can inform evidence-based decision-making and your ability to translate results into clear, professional insights. Further details will be provided on Canvas.	
CRITERIA:	No.	Learning Outcome assessed
	1	Analysis of business problems and selection of the most appropriate solution/s 1 2
	2	Application of acquired knowledge regarding statistical techniques to the business problems 1 2 3 6
	3	Evaluation of information through the use of SPSS output to report business conclusions 4 5
GENERIC SKILLS:	Problem solving, Information literacy	

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- (a) The final mark is in the percentage range 47% to 49.4%; and
- (b) The course is graded using the Standard Grading scale

10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:

- (a) One day: deduct 5%;
- (b) Two days: deduct 10%;
- (c) Three days: deduct 20%;
- (d) Four days: deduct 40%;
- (e) Five days: deduct 60%;
- (f) Six days: deduct 80%;
- (g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:

- Less than 15 minutes: No penalty
- From 15 minutes to 30 minutes: 20% penalty
- More than 30 minutes: 100% penalty

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au