COURSE OUTLINE

BUS101 Exploring Business Research

School: School of Business and Creative Industries

2022 | Semester 2

UniSC Sunshine Coast UniSC Moreton Bay UniSC Fraser Coast	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.

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	13 times
Tutorial/Workshop 1 – Synchronous (live) and scheduled face to face workshops.	2hrs	Week 1	10 times
Seminar – Synchronous (live), face to face seminars (Recorded).	1hr	Throughout teaching period (refer to Format)	3 times
Information session – Synchronous (live) online Task Information Sessions (Recorded/ All cohort/ Shared with Online).	1hr	Throughout teaching period (refer to Format)	3 times
ONLINE			
Learning materials – Asynchronous (recorded) online delivery of learning material.	1hr	Week 1	13 times
Tutorial/Workshop 1 – Synchronous (live) online workshops (Recorded)	2hrs	Week 1	10 times
Seminar – The recorded version of the Blended Mode seminars or Synchronous (live) Online Seminars (Recorded)	1hr	Throughout teaching period (refer to Format)	3 times
Information session – Synchronous (live) online Task Information Sessions (Recorded)	1hr	Throughout teaching period (refer to Format)	3 times

1.3. Course Topics

Key concepts include: the role of the business research process and business analytics, the fundamentals of choosing a method for business research, and the essential analytics used to solve business 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 On successful completion of this course, you should be able to...	GRADUATE QUALITIES MAPPING Completing these tasks successfully will contribute to you becoming...	PROFESSIONAL STANDARD MAPPING * 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 Task 1 and Task 2 enabling students to have the opportunity to get early feedback on their written assessment pieces.

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%	1,200 words	Week 6	Online Assignment Submission with plagiarism check
All	2	Report	Individual	20%	800 words	Week 11	Online Assignment Submission with plagiarism check
All	3	Examination - Centrally Scheduled	Individual	50%	1 hour	Exam Period	Exam Venue
Online	1	Report	Individual	30%	1,200 words	Week 6	Online Assignment Submission with plagiarism check
Online	2	Report	Individual	20%	800 words	Week 11	Online Assignment Submission with plagiarism check
Online	3	Examination - Centrally Scheduled	Individual	50%	1 hour	Exam Period	Online Submission

All - Assessment Task 1: Research Proposal Part 1

GOAL:	To propose a research solution to solve a business problem and to produce a deliverable outcome of a business research proposal.
PRODUCT:	Report
FORMAT:	This is an individual assessment. Students will be given a business problem description. The research proposal will report: the business problem, the relevant academic literature (mini-literature review) to form the research question to help solve the problem.
CRITERIA:	

No.		Learning Outcome assessed
1	Business research problem	1 3
2	Literature review	1 2 3
3	Formatting	1

All - Assessment Task 2: Research Proposal Part 2

GOAL:	To use a research solution to solve a business problem and to produce a deliverable outcome of a business research proposal.
PRODUCT:	Report
FORMAT:	This is an individual assessment. Students will be given a business problem description. Continuing from Task 1 the students will offer a research design to help solve the business problem based on the relevant academic literature.
CRITERIA:	

No.		Learning Outcome assessed
1	Methodology	1 2 3 6

All - Assessment Task 3: Final examination

GOAL:	To obtain a comprehensive view of business analytics in terms of definitions and concepts, techniques, data interpretation and analysis, and solving data-driven business problems
PRODUCT:	Examination - Centrally Scheduled
FORMAT:	This assessment will be invigilated. The nature of the invigilation will be determined by your mode of delivery and location. Students enrolled in face-to-face classes will attend the university to undertake the assessment, in the presence of an academic/assessor. For students who are enrolled into the course online, the assessment invigilation may be assured through the use of a proctoring service or process, or through attendance at a designated assessment centre, or as supported by a statutory declaration. More details will be provided via the Learning Management System.
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

Online - Assessment Task 1: Research Proposal Part 1

GOAL:	To propose a research solution to solve a business problem and to produce a deliverable outcome of a business research proposal.
PRODUCT:	Report
FORMAT:	This is an individual assessment. Students will be given a business problem description. The research proposal will report: the business problem, the relevant academic literature (mini-literature review) to form the research question to help solve the problem.
CRITERIA:	

No.		Learning Outcome assessed
1	Literature review	1 2 3
2	Formatting	1

Online - Assessment Task 2: Research Proposal Part 2

GOAL:	To use a research solution to solve a business problem and to produce a deliverable outcome of a business research proposal.
PRODUCT:	Report
FORMAT:	This is an individual assessment. Students will be given a business problem description. Continuing from Task 1 the students will offer a research design to help solve the business problem based on the relevant academic literature.
CRITERIA:	

No.		Learning Outcome assessed
1	Methodology	1 2 3 6

Online - Assessment Task 3: Final examination

GOAL:	To obtain a comprehensive view of business analytics in terms of definitions and concepts, techniques, data interpretation and analysis, and solving data-driven business problems
PRODUCT:	Examination - Centrally Scheduled
FORMAT:	This assessment will be invigilated. The nature of the invigilation will be determined by your mode of delivery and location. Students enrolled in face-to-face classes will attend the university to undertake the assessment, in the presence of an academic/assessor. For students who are enrolled into the course online, the assessment invigilation may be assured through the use of a proctoring service or process, or through attendance at a designated assessment centre, or as supported by a statutory declaration. More details will be provided via the Learning Management System.
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No.		Learning Outcome assessed
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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

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	EDITION	PUBLISHER
Recommended	William Zikmund,Barry Babin,Jon Carr,Mitch Griffin	2012	Business Research Methods	9th	Cengage Learning

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

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

The final mark is in the percentage range 47% to 49.4%
The course is graded using the Standard Grading scale
You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:
- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

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 or using the SafeZone app. For general enquires contact the SafeUniSC team by phone 07 5456 3864 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 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