

BUS501 Business Research and Statistics

School: School of Business and Creative Industries

2021 | ATMC Semester 2

USC Sydney
USC Melbourne

**BLENDED
LEARNING**

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

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 and statistics are essential for any organisation to remain competitive, understand their customer's needs, and resolve business problems or opportunity's. Through research and discussions students will explore how to define business problems and design business research. Having an ongoing dialog in the workshop's students will focus on how to interpret business analytics for decision making. Students will acquire practical skills in evidence-based decision making, analysing data, and communicating outcomes.

1.2. How will this course be delivered?

| ACTIVITY | HOURS | BEGINNING WEEK | FREQUENCY |
|-------------------------|-------|----------------|--------------------|
| BLENDED LEARNING | | | |
| Lecture | 2hrs | Not applicable | Not Yet Determined |
| Laboratory 1 | 1hr | Not applicable | Not Yet Determined |

1.3. Course Topics

TBA

2. What level is this course?

500 Level (Advanced)

Engaging with new discipline knowledge and skills at an advanced level or deepening existing knowledge and skills within a discipline. Independent application of knowledge and skills in unfamiliar contexts.

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 |
|---|--|--|
| On successful completion of this course, you should be able to... | | Completing these tasks successfully will contribute to you becoming... |
| 1 | Understand the principles of business analytics and its relation to business intelligence; and applied statistical terminology and techniques. | Creative and critical thinker Ethical |
| 2 | Identify a business problem, nominate an appropriate business analytics approach to address the problem and apply that business analytics approach | Knowledgeable Empowered |
| 3 | Apply appropriate quantitative techniques for descriptive and predictive business analytics | Creative and critical thinker Empowered |
| 4 | Make reasoned decisions as to the appropriate data collection method(s) for specific business analytics applications | Creative and critical thinker |
| 5 | Apply computer technology in the solution of business analytics problems. | Empowered |

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

Must be enrolled in a postgraduate program.

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

From weeks 1-6 students will be given mini-practice quizzes to assess their knowledge of the weekly content from the lectures and tutorials. Weeks 1-3 practice quizzes will help to study for the week 4 graded quiz. Weeks 4-6 will help study for the week 7 graded quiz. It is expected that students will use this feedback to help identify topics in which they need to further study.

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 | Quiz/zes | Individual | 20% | 500 words | Refer to Format | Online Test (Quiz) |
| All | 2 | Examination - not Centrally Scheduled | Individual | 30% | 2 Hours | Week 10 | In Class |
| All | 3 | Examination - Centrally Scheduled | Individual | 50% | 2 hours | Exam Period | Exam Venue |

All - Assessment Task 1: In class quizzes

| | | | | | |
|-----------------|---|---|--|--|--|
| GOAL: | To demonstrate understanding of business analytics and statistics | | | | |
| PRODUCT: | Quiz/zes | | | | |
| FORMAT: | Submit: Weeks 4 and 7 inclusive. This is an individual assessment. In Week 4 and Week 7 two online quizzes will be conducted in your enrolled tutorial. The week 4 quiz will cover content from weeks 1-3 and the week 7 quiz will assess content from weeks 4-6. Each quiz will comprise of 15 multiple choice questions and there is a 30-minute time limit. The quiz will assess content from the lectures, tutorials and textbook readings. | | | | |
| CRITERIA: | No. | Learning Outcome assessed | | | |
| | 1 | Demonstrated understanding of business analytics and statistical concepts | | | |
| | 2 | Assessment criteria are mapped to the course learning outcomes. | | | |
| GENERIC SKILLS: | | | | | |

All - Assessment Task 2: Examination

| | | | |
|-----------------|---|--|--|
| GOAL: | To undertake a business analytics approach to solve a set of business problems that require the use of appropriately selected business analytics approaches. | | |
| PRODUCT: | Examination - not Centrally Scheduled | | |
| FORMAT: | This is an individual assessmentThe exam will be held in the Lecture in Week 10 and assesses content covered from Weeks 5, 7, 8 & 9. The exam has two parts, the first part comprises multiple choice and true/false questions and the second part requires short answer responses. | | |
| CRITERIA: | No. | Learning Outcome assessed | |
| | 1 | Use of appropriately selected business analytics approaches to solve a set of business problems. | |
| GENERIC SKILLS: | | | |

All - Assessment Task 3: Final examination

| | | | |
|-----------------|--|---|--|
| GOAL: | To demonstrate understanding of business analytics and statistics | | |
| PRODUCT: | Examination - Centrally Scheduled | | |
| FORMAT: | This is an individual assessment. A two-hour final examination will be held in the examination period and will consist of a set of 50 multiple choice questions. | | |
| CRITERIA: | No. | Learning Outcome assessed | |
| | 1 | Demonstrated understanding of business analytics and statistics | |
| GENERIC SKILLS: | | | |

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 |
|-----------|--|------|---|---------|----------------------------|
| Required | Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. | 2013 | Business research methods | | Cengage Learning Australia |
| Required | Allen, P., Bennett, K., & Heritage, B. | 2014 | SPSS statistics version 22: A practical guide | | Cengage Learning Australia |

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:

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](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