

COURSE OUTLINE

# **BUS512** Introduction to Research Concepts and Design

School: School of Business and Creative Industries

Online

Semester 1

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.

## What is this course about?

## 1.1. Description

This course provides the foundation for a postgraduate research project on a business-related topic. It will give you an understanding of the research process, concepts and designs, and an opportunity to develop a research proposal on your chosen topic. You will learn how to identify appropriate research questions based on the critical analysis of existing knowledge and will be introduced to various research methodologies and methods. The course is designed to give you an appreciation of the complexities of conducting research on business topics, including the ethical issues involved.

## 1.2. How will this course be delivered?

| ACTIVITY  | HOURS | BEGINNING WEEK | FREQUENCY |
|---|-------|----------------|-----------|
| ONLINE  |       |                |           |
| <b>Learning materials</b> – Interactive online learning activities. | 1hr   | Week 1         | 11 times  |
| Tutorial/Workshop 1 – Scheduled online workshops (Recorded).        | 2hrs  | Week 1         | 12 times  |

## 1.3. Course Topics

- Introduction to business research
- Research philosophies, ethics and designs
- Qualitative designs and data collection
- Quantitative designs and data collection
- · Sampling, data preparation and analysis

# 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?

| COU | RSE LEARNING OUTCOMES   | GRADUATE QUALITIES MAPPING  | PROFESSIONAL STANDARD MAPPING *                       |  |
|-----|---|---|---|--|
|     | successful completion of this course, you ald be able to  | Completing these tasks successfully will contribute to you becoming | Association to Advance Collegiate Schools of Business |  |
| 1   | Demonstrate a specialised knowledge within a specified area in business.  | Knowledgeable   | PC6   |  |
| 2   | Identify an appropriate research question based on current knowledge and theory.  | Creative and critical thinker<br>Engaged                            | PC1.1, PC3  |  |
| 3   | Design a research study using an appropriate methodology and methods  | Knowledgeable Creative and critical thinker Empowered               | PC6   |  |
| 4   | Identify the potential ethical issues involved in a proposed research project and how to address these issues in research design and conduct. | Ethical   | PC4   |  |

## \* Competencies by Professional Body

| CODE  | COMPETENCY                     |  |  |  |  |
|---|--------------------------------|--|--|--|--|
| ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS |                                |  |  |  |  |
| PC1.1   | Written Communication          |  |  |  |  |
| PC3   | Creative and Critical Thinking |  |  |  |  |
| PC4   | Community Consciousness        |  |  |  |  |
| PC6   | Career-adaptive                |  |  |  |  |

# 5. Am I eligible to enrol in this course?

 $Refer to the \underline{\textit{UniSC Glossary of terms}} \ for \ definitions \ of \ "pre-requisites".$ 

## 5.1. Pre-requisites

Enrolled in any honours program or postgraduate coursework 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

You will be given opportunities to discuss the development of your research on a regular basis in the workshops to obtain feedback from your peers and the workshop facilitator.

# 6.3. Assessment tasks

| DELIVERY<br>MODE | TASK<br>NO. | ASSESSMENT<br>PRODUCT | INDIVIDUAL<br>OR GROUP | WEIGHTING<br>% | WHAT IS THE<br>DURATION /<br>LENGTH? | WHEN SHOULD I<br>SUBMIT? | WHERE SHOULD I<br>SUBMIT IT?                             |
|------------------|-------------|-----------------------|------------------------|----------------|--------------------------------------|--------------------------|--|
| All              | 1           | Written Piece         | Individual             | 40%            | 2,000 words                          | Week 6                   | Online Assignment<br>Submission with<br>plagiarism check |
| All              | 2           | Plan                  | Individual             | 60%            | 4,000 words                          | Exam Period              | Online Assignment<br>Submission with<br>plagiarism check |

# All - Assessment Task 1: Development of preliminary research question

| GOAL:              | Develop and justify a research question for a possible research project.   |                           |  |  |  |  |  |
|--------------------|--|---------------------------|--|--|--|--|--|
| PRODUCT:           | Written Piece  |                           |  |  |  |  |  |
| FORMAT:            | This submission will present an overview of the background and the problem being addressed by the research, justification and statement of research purpose and research question/s and the scope. |                           |  |  |  |  |  |
| CRITERIA:          | No.  | Learning Outcome assessed |  |  |  |  |  |
|                    | 1 Conceptualisation and development of an argument for the research  | 12                        |  |  |  |  |  |
|                    | 2 Formulation of research question   | 2                         |  |  |  |  |  |
|                    | 3 Identification of research boundaries  | 1                         |  |  |  |  |  |
|                    | 4 Writing and presentation   | 1                         |  |  |  |  |  |
|                    | 5 Referencing/Academic integrity   | 1                         |  |  |  |  |  |
|                    |  |                           |  |  |  |  |  |
| GENERIC<br>SKILLS: |  |                           |  |  |  |  |  |

#### All - Assessment Task 2: Research proposa

SKILLS:

| GOAL:     | To present and justify a research project with an appropriate methodology designed to address the research question posed in Assessment Task 1.  |                           |  |  |  |  |
|-----------|--|---------------------------|--|--|--|--|
| PRODUCT:  | Plan   |                           |  |  |  |  |
| FORMAT:   | This submission will build on Task 1 by including the refined background, research question and an literature. In addition, this task will require a detailed research methodology and methods section including analysis, and identification of ethical issues. |                           |  |  |  |  |
| CRITERIA: | No.  | Learning Outcome assessed |  |  |  |  |
|           | 1 Research focus including background, question, definitions, scope and literature review  | 1                         |  |  |  |  |
|           | 2 Explanation and justification of methodology, methods, sampling and data analysis approach   | 3                         |  |  |  |  |
|           | 3 Identification and explanation of ethical issues related to the project  | 4                         |  |  |  |  |
|           | 4 Writing and presentation   | 2                         |  |  |  |  |
|           | 5 Referencing/Academic integrity   | 2                         |  |  |  |  |
|           |  |                           |  |  |  |  |

# 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 | Christina Quinlan,William G. Zikmund | 0    | Business Research Methods | 2nd edn. | n/a       |

## 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: <a href="mailto:0754301168">0754301168</a> or using the <a href="mailto:SafeZone">SafeZone</a> app. For general enquires contact the SafeUniSC team by phone <a href="mailto:0754563864">0754563864</a> or email <a href="mailto:safe@usc.edu.au">safe@usc.edu.au</a>.

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 <a href="mailto:0754301226">0754301226</a> or email <a href="mailto:studentwellbeing@usc.edu.au">studentwellbeing@usc.edu.au</a>.

#### 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 <u>Learning Advisers</u> web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or <u>studentcentral@usc.edu.au</u>.

## 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 <u>Student Charter</u> 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
- o 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