

BUS703 Evidenced Based Decision Making

School: School of Business and Creative Industries

2025 | Session 6

UniSC Sunshine 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, 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

As professionals you make decisions on a daily basis. A 'good' decision is based upon credible information and research. This course will provide you with knowledge and skills in business research that will allow you to propose research projects which provide the support for evidenced based decision making, as well as evaluate the quality of research conducted by others. This course covers all stages of the research process from problem definition to analysing, reporting and interpreting results.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	2hrs	Week 1	6 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	3hrs	Week 1	6 times
Information session – Additional Information Sessions	1hr	Week 1	2 times
ONLINE			
Learning materials – Interactive online learning activities.	2hrs	Week 1	6 times
Tutorial/Workshop 1 – Scheduled online workshops (Recorded).	3hrs	Week 1	6 times
Information session – Additional Information Sessions	1hr	Week 1	2 times

1.3. Course Topics

The Process of Good research

Crafting a Clear Problem

Primary Data

Secondary Data

Exploratory, Descriptive and Causal Research

Sampling

Qualitative and Quantitative Analysis

Trends in Research

2. What level is this course?

700 Level (Specialised)

Demonstrating a specialised body of knowledge and set of skills for professional practice or further learning. Advanced 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 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 Demonstrate advanced communication skills in business research	Engaged	PC1.1
2 Critically evaluate the research of others	Creative and critical thinker Empowered	PC3
3 Analyse and synthesise relevant research theories and frameworks to develop applied research proposals	Creative and critical thinker Empowered	PC3.1
4 Applies knowledge of ethical frameworks, theories and concepts and responsibilities when proposing and evaluating research	Ethical	PC4.1

* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1.1	Written Communication
PC3	Creative and Critical Thinking
PC3.1	Problem Solving
PC4.1	Social Responsibility and Sustainability

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

Enrolled in any PGRD Program

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

MBA703 or EMB753

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

Formative feedback will be provided using various methods in the first few weeks of semester.

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	40%	2,000 words	Week 4	Online Assignment Submission with plagiarism check
All	2	Report	Individual	60%	3,000 words	Week 7	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Report: Problem definition

GOAL:	To define a research problem, formulate a research question and present research objectives		
PRODUCT:	Report		
FORMAT:	<p>Individual assessment to be undertaken independently.</p> <p>Focusing on an organisation with which you are familiar (current or past employer), you are required to identify a management problem that requires research in order to allow management to make decisions to solve the problem/opportunity.</p> <p>You are required to identify the management problem, provide a brief background to the management problem, develop the research question and develop research objectives.</p> <p>As job satisfaction is the basis of the main example in the study guide, you are NOT permitted to use a management problem related to job satisfaction.</p> <p>Further details on the task and the marking rubric are available in the assessment area in Canvas.</p>		
CRITERIA:	No.		Learning Outcome assessed
	1	Demonstrate an understanding of the background to management problems	2
	2	Accurate identification and articulation of linked management problem, research questions and objectives	3
	3	Effective written communication skills	1
GENERIC SKILLS:			

All - Assessment Task 2: Research Proposal

GOAL:	To develop a research proposal																									
PRODUCT:	Report																									
FORMAT:	Individual assessment to be undertaken independently. You are required to prepare a research proposal (secondary data including academic literature, research design and method, sampling or selection of respondents, proposed data analysis, ethical issues, budget and timelines) based on the management research problem or opportunity for investigation identified in Task 1. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Learning Objective will be assessed: Program Learning Objective 1.1 - Demonstrate effective written communication skills in a business context. Further details on the task and the marking rubric are provided in the assessment area in Canvas.																									
CRITERIA:	<table><tr><th>No.</th><th></th><th>Learning Outcome assessed</th></tr><tr><td>1</td><td>Critical analysis of desktop research relevant to the managerial problem</td><td>2</td></tr><tr><td>2</td><td>Critical evaluation of the research process</td><td>3</td></tr><tr><td>3</td><td>Application of relevant research theories and frameworks</td><td>4</td></tr><tr><td>4</td><td>Advanced organisation and structure of written content</td><td>1</td></tr><tr><td>5</td><td>Development and articulation of informed arguments</td><td>1</td></tr><tr><td>6</td><td>Advanced referencing of sources of information used within the body of the document and in a reference list using Harvard referencing style</td><td>1</td></tr><tr><td>7</td><td>Advanced accuracy and presentation of written work (including English expression, discipline-based vocabulary, grammar, spelling, and punctuation).</td><td>1</td></tr></table>	No.		Learning Outcome assessed	1	Critical analysis of desktop research relevant to the managerial problem	2	2	Critical evaluation of the research process	3	3	Application of relevant research theories and frameworks	4	4	Advanced organisation and structure of written content	1	5	Development and articulation of informed arguments	1	6	Advanced referencing of sources of information used within the body of the document and in a reference list using Harvard referencing style	1	7	Advanced accuracy and presentation of written work (including English expression, discipline-based vocabulary, grammar, spelling, and punctuation).	1	
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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

There are no required/recommended resources for this course.

8.2. Specific requirements

Nil

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