



Course Outline (Higher Education)

School:	Federation Business School
Course Title:	RESEARCH AND STATISTICAL METHODS FOR BUSINESS
Course ID:	BUACC5931
Credit Points:	15.00
Prerequisite(s):	Nil
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	080301

Description of the Course :

This course develops an understanding of fundamental quantitative techniques involving survey design (including the ethical issues associated with data gathering), data collection and analysis within the context of its application in business and accounting. The analytical component explores the basic characteristics of accounting data-sets (mean, median, mode, standard deviation) and the presentation of data in a graphical format using computer packages so as to enhance the understanding of decision-makers. Regression analysis and hypothesis testing are also covered

Grade Scheme: Graded (HD, D, C, etc.)

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory				✓		
Intermediate						
Advanced						

Learning Outcomes:**Knowledge:**

- K1.** Distinguish between primary and secondary data gathering
- K2.** Classify the various accounting and business issues where primary data-gathering and analysis is most appropriate
- K3.** Understand the range of statistical tools available to analyse and present research outcomes to a broad cross-section of users

Skills:

- S1.** Differentiate between situations where primary data gathering is preferable to relying on secondary sources
- S2.** Frame a research question and design a questionnaire or other research method that will enable a conclusion to be reached
- S3.** Demonstrate a capacity to view an accounting or business issue from multiple perspectives, incorporating both quantitative and qualitative approaches
- S4.** Utilise computer packages to perform routine data analysis tasks and statistical analyses
- S5.** Develop a set of statistical skills to facilitate the analysis and understanding of quantitative data-sets

Application of knowledge and skills:

- A1.** Analyse business issues in a manner that assists the development of an approach that will facilitate their resolution
- A2.** Propose a survey that would provide a basis of information for assisting informed decision-making
- A3.** Use basic statistical measures and techniques to rigorously examine data-sets, and use the resultant information as a basis to communicate the underlying structure

Course Content:

Topics may include:

- Types of data and data gathering techniques
- Privacy and ethical issues
- Statistical measurement tools mean; median; mode; standard deviation; t tests; regression
- Sampling
- Data analysis and interpretation
- Time value of money; NPV; IRR
- Using computer packages to transform raw data and present the resultant information

Values:

- V1.** Understand the need for appropriate analysis and interpretation of data in a business and accounting context
- V2.** Appreciate the role of statistics in business decision making
- V3.** Advocate the role that data collection and analysis can play in improving organisational effectiveness
- V4.** Appreciate the need for ethical approaches to the gathering and use of data

Graduate Attributes

The Federation University FedUni graduate attributes (GA) are entrenched in the Higher Education Graduate Attributes Policy (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course			
		Learning Outcomes (KSA)	Code A. Direct B. Indirect N/A Not addressed	Assessment task (AT#)	Code A. Certain B. Likely C. Possible N/A Not likely
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	S2	A	AT1	B
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	K1, S1	B	AT1	B
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	K2, S2	B	AT1, AT2	B
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	K3, S2, S3, S4, S5	A	AT2, AT3	B
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	Not applicable	N/A	Not applicable	N/A

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1,K2 S1 S2 S3 A1 A2	Group project: critical analysis of the data requirements to address a specific accounting or other business issues	Oral class presentation and report	20-30%
K3 S3 S4 S5 A1 A3	Conduct a comprehensive analysis of a case study	Individual written essay	20-30%
K1 K2 K3 S1 S2 S3 S5 A1, A3	Test / Final Assessment	Test / Final Assessment	40-60%

Adopted Reference Style:

APA