

# Unit Outline (Higher Education)

**Institute / School:** Institute of Innovation, Science & Sustainability

**Unit Title:** Research and Statistical Methods for Business

**Unit ID:** BUACC5931

**Credit Points:** 15.00

**Prerequisite(s):** Nil

**Co-requisite(s):** Nil

**Exclusion(s):** Nil

**ASCED:** 080301

**Description of the Unit:**

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, P, MF, F, XF)

**Work Experience:**

No work experience

**Placement Component:** No

**Supplementary Assessment:** Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment.

**Course Level:**

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 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

#### Unit Content:

- 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

#### Learning Task and Assessment:

Learning Outcomes Assessed	Assessment 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 / or written report	20-30%
K3, S3, S4, S5, A1, A3	Conduct a comprehensive analysis of a case study	Oral Class presentation and / or 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 ()

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