

School / Faculty: Federation Business School

Course Title: BUSINESS RESEARCH: METHODS AND PRACTICE

Course ID: BUGEN6931

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 080301

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

Program Level:

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

Learning Outcomes:

Knowledge:

- K1.** Examine the role of business research in planning and decision making processes
- K2.** Outline the process of conducting a research project
- K3.** Distinguish between research designs and methodologies to identify appropriate techniques to inform business decisions
- K4.** Compare and contrast the strengths, weaknesses and requirements of various research techniques
- K5.** Critically evaluate a range of philosophical perspectives for a given management problem.

Skills:

- S1.** Prepare a written report to advise management about research needs and benefits using communication skills
- S2.** Critique and synthesise the literature relevant to a selected business or organisational issue, concern or problem
- S3.** Develop and justify a research framework, including designing appropriate research problems, objectives, questions and/or hypotheses
- S4.** Design appropriate methods of research to investigate different types of management problems

Course Outline (Higher Education)

BUGEN6931 BUSINESS RESEARCH: METHODS AND PRACTICE

Application of knowledge and skills:

- A1.** Use initiative to determine the theoretical and/or practical issues underlying a management problem and conceptualise ways to find solutions through research
- A2.** Design a substantial research-based project to solve management problems

Course Content:

Topics may include:

- introduction to research and the role of research in business decision making
- the research process
- decisions in developing a research strategy and proposal
- methods of sampling
- research methodologies (eg. qualitative, quantitative, action research)
- research techniques (ways of gathering and analysing data)
- data analysis and interpretation
- the nature of research reports
- ethical issues in doing research

Values and Graduate Attributes:

Values:

- V1.** Value the role of applied research in management and the contribution that research makes to innovation in business and management practice;
- V2.** Advocate the role that research can play in improving organisational effectiveness; and
- V3.** Appreciate the need for ethical approaches to research.

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Course Outline (Higher Education)

BUGEN6931 BUSINESS RESEARCH: METHODS AND PRACTICE

Attribute	Brief Description	Focus
Knowledge, skills and competence	The course will encourage the different ways in which research methods can be used for a range of issues and problems that can occur in a business environment.	Medium
Critical, creative and enquiring learners	Students will be required to make decisions on the most appropriate way in which a management problem can be solved through a range of research methods and techniques.	High
Capable, flexible and work ready	Research involves close links with the options available to citizens and students are encouraged to consider current and contentious social issues.	Medium
Responsible, ethical and engaged citizens	The nature of the topics dealt with in the course are designed to convey to students the underlying implications of research and the need to sound ethically based methods.	High

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1,K3,K4,K5 S1	Project: critical analysis of business research methodologies	Individual or group presentation	20-40%
K3,K4 S2,S3 A1	Identify a research problem, undertake a critical review of the literature	Individual written essay	20-40%
K2,K3 S1,S2,S3,S4 A1,A2	Design a research strategy: write up presentation of research proposal	Individual written research proposal	30-50%

Adopted Reference Style:

APA