



# Course Outline (Higher Education)

<b>School:</b>	Federation Business School
<b>Course Title:</b>	APPLIED BUSINESS RESEARCH
<b>Course ID:</b>	BUMGT3721
<b>Credit Points:</b>	15.00
<b>Prerequisite(s):</b>	Nil
<b>Co-requisite(s):</b>	Nil
<b>Exclusion(s):</b>	Nil
<b>ASCED:</b>	080399

## Description of the Course:

Students will examine the role and nature of business research in obtaining information for decision making. This course aims to equip students with the necessary skills and knowledge to determine the information necessary to address an identified research problem (applied) and, using this understanding, develop and use an actionable research proposal.

**Grade Scheme:** Graded (HD, D, C, P, MF, F, XF)

**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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Learning Outcomes:

### Knowledge:

- K1.** Identify the role of research in business decision-making
- K2.** Compare and contrast appropriate research design and methodology to address the research question

- K3.** Evaluate ethical issues in research
- K4.** Explain the process of conducting a research project
- K5.** Identify the application, presentation and interpretation of qualitative and quantitative data in managerial research

**Skills:**

- S1.** Use appropriate research methods for different types of business problems
- S2.** Apply appropriate research designs and methods to manage a research problem
- S3.** Evaluate published business research reports and papers by conducting a literature search and review
- S4.** Present the results of a business research plan and proposal via oral and/or written communication with confidence and autonomy

**Application of knowledge and skills:**

- A1.** Transfer and apply business research skills to new situations
- A2.** Identify the role of applied research in business and the contribution that research makes to innovation in business and management practice
- A3.** Apply general research principles to business research practices

**Course Content:**

The area of managerial research methods, applied to business and organisational problems, covers the formulation of applied research plans and the development of research proposals. More specifically consideration is given to how research methods are applied in an academic and consultant context to more effectively meet organisational and academic research goals.

Topics may include:

- Introduction to business research
- Developing research skills
- Identifying the research problem and objectives
- The research process
- Acting ethically
- Research design
- Analytical skills
- Organisational skills
- Professional communication

**Values:**

- V1.** Value the role of applied research in business and the contribution that research makes to innovation in business and management practice
- V2.** Advocate the role that research can play in improving business performance and organisational effectiveness
- V3.** Appreciate the decisions involved in the research process
- V4.** Value ethical approaches to research

**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)	Assessment task (AT#)
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.	K1, K3, S2, S3, A2	AT1,AT3
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.	K2, S2, A2	AT1,AT2,AT3,
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.	Not applicable	Not applicable
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.	K4,S4,A1,A2,	AT1,AT2,AT3,AT4
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.	K3,S1,S4,A1,A2,A3	AT1,AT2,AT3,

### Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K5, S2, A1, A2, A3	Contribution to online discussions and forums via a series of mini tasks	Participation and contribution to individual and or group learning	10-20%
K2, K4, K5, S1, S2, A1, A2, A3	Development of the research proposal	Written task	20-30%
K1, K3, K4, K5, S2, S3, S4, A1, A3	Student presentation of proposal	Presentation of proposal	20-30%
K2, K3, K4, K5, S1, S2, S3, S4, A1, A2, A3	Submission of Project Proposal	Written task	30-40%

### Adopted Reference Style:

APA

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)