



# Course Outline (Higher Education)

<b>School:</b>	Federation Business School
<b>Course Title:</b>	BUSINESS RESEARCH IN PRACTICE
<b>Course ID:</b>	BUMGT6982
<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>	080301

## Description of the Course :

In this course students' will gain an overview of business research approaches and methodologies where students apply quantitative and qualitative methods relevant for understanding and/or solving business challenges and problems. The premise of this course is, the knowledge of research methodology and helps research consumers (e.g., managers, business consultants, entrepreneurs) evaluate research and make informed decisions, and hence this course takes an applied approach, with a focus on interpreting both qualitative and quantitative data. In addition, research ethics and project management is introduced. The key learning strategies include interactive group work, skills development workshops, practice exercises and case studies.

**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	<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"/>

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Advanced	■	■	■	■	■	■

### Learning Outcomes:

#### Knowledge:

- K1.** Demonstrate an understanding of the fundamentals of business research and its relevance to solving business problems
- K2.** Define contexts suitable for qualitative and quantitative based research methods
- K3.** Identify appropriate research techniques, including strengths and limitations
- K4.** Infer results from data analysis applicable to business and management challenges or problems

#### Skills:

- S1.** Utilise relevant and appropriate sources of secondary data using traditional and electronic information sources, such as, trade journals, newspapers, periodicals, the Internet, and on-line databases
- S2.** Utilise relevant and appropriate research methods to provide primary data, such as, observation, interviews and focus group discussion and surveys
- S3.** Perform basic data analysis, sufficient to make sense of data
- S4.** Interpret results from the data analysis, including implications

#### Application of knowledge and skills:

- A1.** Identify and evaluate business research problems and appropriate research solutions
- A2.** Apply appropriate methods of collecting primary data including survey instruments, interviews, telephone surveys, and observations
- A3.** Apply the analytical procedures and methods relevant to exploratory research
- A4.** Develop methods to effectively communicate research results (both numerical and qualitative) to stakeholders

#### Course Content:

Topics may include:

- Worldviews, perspectives and decision making
- Identifying and solving business problems
- Research process and methods
- Using technology in research, e.g. Automation, machine learning & AI in market research
- Fieldwork, data collection
- Analysis, making sense of the data, sorting out fact from fiction
- Storytelling from data, communicating to stakeholders
- Insights to activation, ensuring practical outcomes
- Ethics and privacy

#### Values:

- V1.** The importance of sound research to support good decision making
- V2.** The significance of asking the right questions and having relevant information to answer business and management questions

- V3.** The relevance of both qualitative and quantitative methods used across fields of business and management
- V4.** The importance of upholding high ethical standards

### 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.	K1, K2, K3,K4, S1, S2,S3, S4, A1, A2, A3, A4	A	AT1	A
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, S1, S2,S4, A1, A2, A3, A4	A, B	AT2, AT3, AT4	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.	K1, K2, S2, A2	B	AT2; AT4	B,C
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.	S2, A2, A4	A	AT2; AT4	A
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.	K4, S2, A2, S4, A4	A, B	AT4	B

### Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1;K2;K3;K4; S1; S2, S3 A1;A2; A4	Fieldwork and presentation of insights from fieldwork	Group presentation	20-30%

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1; K2; K3; K4; S1; S2; S3, S4;A4	Critical evaluation of a business research report or case study	Individual assignment	30-40%
K1;K2;K3;K4; S1;S2;S3;S4; A1;A2;A3;A4.	Research project	Individual or Group report and presentation	40-50%

**Adopted Reference Style:**

APA