



BUS707 Applied Business Research T318 - Brief

All information contained within this Subject Outline applies to all students enrolled in the trimester as indicated.

1. General Information

1.1 Administrative Details

Associated HE Award(s)	Duration	Level	Subject Coordinator
G.Dip. Bus; M.Acc; MPA	1 trimester	Postgraduate	Dr Evi Lanasier evi.lanasier@koi.edu.au P: 92833583 (Ext.156) L: Level 1, 545 Kent St. Consultation: via Moodle or by appointment

1.2 Core / Elective

This is a core subject for the above courses.

1.3 Subject Weighting

Indicated below is the weighting of this subject and the total course points.

Subject Credit Points	Total Course Credit Points
4	G. Dip Bus 32; MAcc 48; MPA 64

1.4 Student Workload

Indicated below is the expected student workload per week for this subject

No. Timetabled Hours/Week*	No. Personal Study Hours/Week**	Total Workload Hours/Week***
4 hours/week (2 hour Lecture + 2 hour Tutorial)	6 hours/week	10 hours/week

* Total time spent per week at lectures and tutorials

** Total time students are expected to spend per week in studying, completing assignments, etc.

*** Combination of timetable hours and personal study.

1.5 Mode of Delivery On-campus

1.6 Pre-requisites Nil

1.7 General Study and Resource Requirements

- Students are expected to attend classes with the weekly worksheets and subject support material provided in Moodle. Students should read this material before coming to class to improve their ability to participate in the weekly activities.
- Students will require access to the internet and their KOI email and should have basic skills in word processing software such as MS Word, spreadsheet software such as MS Excel and visual presentation software such as MS PowerPoint.
- Computers and WIFI facilities are extensively available for student use throughout KOI. Students are encouraged to make use of the campus Library for reference materials.

Resource requirements specific to this subject: Specific resources will be identified in discussions with your lecturer. Prescribed readings and research examples will be posted to Moodle for additional guidance and recommended readings listed at section 2.9 will provide useful background reading.

2 Academic Details









2.1 Overview of the Subject

BUS707 Applied Business Research provides students with a thorough understanding of the research process and concepts and designs appropriate for applied research problems in their area of study, and builds an awareness and appreciation for ethical issues involved in research. An examination of different methodologies will enable students to select and justify their choice from a range of both quantitative and qualitative methodologies for their research proposal. When undertaken by MPA students, the subject is designed to allow them to develop a research topic and design for their Research Project (BUS710 Research Project).

2.2 Graduate Attributes for Postgraduate Courses


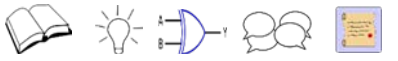

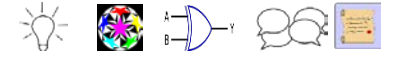
Graduates of Postgraduate courses from King's Own Institute will gain the graduate attributes expected from successful completion of a Master's degree under the Australian Qualifications Framework (2nd edition, January 2013). Graduates at this level will be able to apply an advanced body of knowledge in a range of contexts for professional practice or scholarship and as a pathway for further learning.

King's Own Institute's key generic graduate attributes for a master's level degree are summarised below:

	KOI Master Degree Graduate Attributes	Detailed Description
	Knowledge	Current, comprehensive and coherent knowledge, including recent developments and applied research methods
	Critical Thinking	Critical thinking skills to identify and analyse current theories and developments and emerging trends in professional practice
	Communication	Communication and technical skills to analyse and theorise, contribute to professional practice or scholarship, and present ideas to a variety of audiences
	Research and information Literacy	Cognitive and technical skills to access and evaluate information resources, justify research approaches and interpret theoretical propositions
	Creative problem Solving Skills	Cognitive, technical and creative skills to investigate, analyse and synthesise complex information, concepts and theories, solve complex problems and apply established theories to situations in professional practice
	Ethical and Cultural Sensitivity	Appreciation and accountability for ethical principles, cultural sensitivity and social responsibility, both personally and professionally
	Leadership and Strategy	Initiative, leadership skills and ability to work professionally and collaboratively to achieve team objectives across a range of team roles Expertise in strategic thinking, developing and implementing business plans and decision making under uncertainty
	Professional Skills	High level personal autonomy, judgement, decision-making and accountability required to begin professional practice

2.3 Subject Learning Outcomes

Listed below, are *key* knowledge and skills students are expected to attain by successfully completing this subject:

Subject Learning Outcomes	Contribution to Course Graduate Attributes
a) Apply knowledge of research principles and methods and evaluate their appropriateness to various research problems in business.	
b) Integrate independent research skills through a literature review.	
c) Justify the key considerations for ethics and integrity that relate to an area of business research practice.	
d) Construct and justify a proposal for conducting independent research.	

2.4 Subject Content and Structure

Below are details of the subject content and how it is structured, including specific topics covered in lectures and tutorials. Reading refers to the text unless otherwise indicated.

Weekly Planner:

Week (beginning)	Topic Covered in Each Week's Lecture	Reading(s)	Expected Work
1 05 Nov	Introducing Business Research and Understanding Research Philosophy	Zikmund et al, Chapter 1 and 4	Assessment brief Tutorial activity: Knowing about applied business research
2 12 Nov	Developing Research Skills	Saunders and Lewis, Chapter 1	Tutorial activity: Choosing and justifying research topic
3 19 Nov	Choosing Research Topics	Zikmund et al, Chapter 2	Tutorial activity: Developing research question Research objectives
4 26 Nov	Understanding Research Ethics	Zikmund et al, Chapter 3	Tutorial activity: Acting ethically
5 03 Dec	The Role of Theory and Literature Review	Zikmund et al, Chapter 5 and 6	Tutorial activity: Using internet for background research Evaluating sources Assessment 2 due: Week 5 Saturday 11.59 pm
6 10 Dec	Research Design: Quantitative and Qualitative Research	Zikmund et al, Chapter 7 and Chapter 8	Tutorial activity: Using multiple and mixed approach
7 17 Dec	Research Methodology and Design	Zikmund et al, Chapter 9 and Chapter 10	Tutorial activity: Defending methodology Assessment 3 due Week 7 Saturday 11.59pm
23 Dec 2018 – 06 Jan 2019	Mid-trimester break		

8 07 Jan	Fieldwork : Qualitative Data Collection	Zikmund et al, Chapter 12, 13, 14	Tutorial activity: Running a focus group
9 19 Jan	Fieldwork: Quantitative Data Collection	Zikmund et al, Chapter 15	Tutorial activity: Constructing Questionnaire
10 21 Jan	Writing Research Proposal	Zikmund et al, Chapter 11	Tutorial activity: Presenting to lay audiences Assessment 4 due Week 10 Saturday 11.59pm
11 28 Jan	Data Analysis: Qualitative and Quantitative Data Analysis	Zikmund et al, Chapter 18 and Chapter 19	Presentation – Batch 1
12 04 Feb	Completing and Presenting the Research	Zikmund et al, Chapter 20	Presentation – Batch 2
13 11 Feb	Study Review Week		
14 18 Feb		There is no Final Exam for this subject	
15 25 Feb	Student Vacation begins Enrolments for T119 open		
16 04 Mar	Results Released 05 Mar 2019 Certification of Grades 08 Mar 2019		
T119 begins 11 Mar 2019			
1 11 Mar	Week 1 of classes for T119 Friday 08 Mar 2019 – Review of Grade Day for T318 – see Sections 2.6 and 3.6 below for more information.		

2.7 Teaching Methods/Strategies

Briefly described below are the teaching methods/strategies used in this subject:

- *On-campus lectures* (2 hours/week) are conducted in seminar style and address the subject content, provide motivation and context and draw on the students' experience and preparatory reading.
- *Tutorials* (2 hours/week) include class discussion of case studies and research papers, practice sets and problem-solving and syndicate work on group projects. Tutorial participation is an essential component of the subject and contributes to the development of graduate attributes (see section 2.2 above). It is intended that specific tutorial material such as case studies, recommended readings, review questions etc. will be made available each week in Moodle.
- *Online* teaching resources include class materials, readings, model answers to assignments and exercises and discussion boards. All online materials for this subject as provided by KOI will be found in the Moodle page for this subject. Students should access Moodle regularly as material may be updated at any time during the trimester
- *Other contact* - academic staff may also contact students either via Moodle messaging, or via email to the email address provided to KOI on enrolment.

2.8 Student Assessment

Provided below is a schedule of formal assessment tasks and major examinations for the subject.

Assessment Type	When Assessed	Weighting	Learning Outcomes Assessed
Tutorial participation	Weekly	10%	a, b, c, d
Assessment 2 (Individual) Research plan (1000 words, template provided).	Week 5	15%	a, c, d
Assessment 3 (Individual) Articles collection & structured literature review (1500 words)	Week 7	25%	a, b, c
Assessment 4 (Individual) Research proposal – Individual assessment (4,000 words) and Presentation (10 minutes) Note: presentation mark is individual mark.	Written proposal Week 10 Saturday 5pm Presentations Week 11 & 12 (during tutorials)	Written report 40% Presentation 10% Total of 50%	a, b, c, d

Requirements to Pass the Subject:

To gain a pass or better in this subject, students must gain a *minimum of 50%* of the total available subject marks.

2.9 Prescribed and Recommended Readings

Prescribed Text:

Zikmund, WG, Babin, BJ, Carr, JC and Griffin, M, Quinlan, C (2015) Business Research Methods, 1 ed. Cengage.