BUS707 Applied Business Research T326 BRIEF

All information in the Subject Outline is correct at the time of approval. KOI reserves the right to make changes to the Subject Outline if they become necessary. Any changes require the approval of the KOI Academic Board and will be formally advised to those students who may be affected by email and via Moodle.
Information contained within this Subject Outline applies to 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 L: 7-11 York 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***
3 hours/week plus supplementary online material	7 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 Classes will be face-to-face or hybrid. Certain classes will be online (e.g., special arrangements).

1.6 Pre-requisites Nil

1.7 General study and resource requirements:

- Students are expected to attend classes with the required textbook and to read specific chapters prior to the tutorials. 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.

*AUSTRALIAN INSTITUTE OF BUSINESS AND MANAGEMENT PTY LTD © ABN: 72 132 629 979 CRICOS 03171A

- 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: Students should have a non-programmable scientific calculator. Applications in smartphones will not be sufficient to perform the required calculations. Smartphones and smartwatches will not be allowed in the final exam. As this subject requires the use of statistical software packages to analyse numerical data, students should also have access to and at least a basic level of skill in these areas.

1.8 Academic Advising

Academic advising is available to students throughout teaching periods including the exam weeks. As well as requesting help during scheduled class times, students have the following options:

- Consultation times: A list of consultation hours is provided on the homepage of Moodle where appointments can be booked.
- Subject coordinator: Subject coordinators are available for contact via email. The email address of the subject coordinator is provided at the top of this subject outline.
- Academic staff: Lecturers and Tutors provide their contact details in Moodle for the specific subject. In most cases, this will be via email. Some subjects may also provide a discussion forum where questions can be raised.
- Head of Program: The Head of Program is available to all students in the program if they need advice about their studies and KOI procedures.
- Vice President (Academic): The Vice President (Academic) will assist students to resolve complex issues (but may refer students to the relevant lecturers for detailed academic advice).

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 achieve 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 from their major area of study in a range of contexts for professional practice or scholarship and as a pathway for further learning.

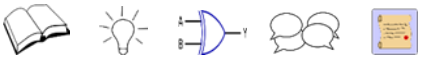
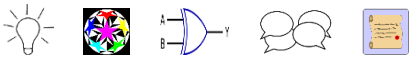
King's Own Institute's generic graduate attributes for a master's level degree are summarised below:

	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 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 as listed in Moodle
Week 1 26 October	Introducing business research and understanding research philosophy	Zikmund et al, Chapter 1 and 4	Assessment brief Tutorial activity: Knowing about applied business research
	Developing research skills	Saunders and Lewis,	Tutorial activity:

*AUSTRALIAN INSTITUTE OF BUSINESS AND MANAGEMENT PTY LTD © ABN: 72 132 629 979 CRICOS 03171A

Week 2 02 November		Chapter 1	Choosing and justifying research topic
Week 3 09 November	Choosing research topics	Zikmund et al, Chapter 2	Tutorial activity: Developing research question Research objectives
Week 4 16 November	Understanding research ethics	Zikmund et al, Chapter 3	Tutorial activity: Acting ethically
Week 5 23 November	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 Sunday 11.59 pm
Week 6 30 November	Research design: quantitative and qualitative research	Zikmund et al, Chapter 7 and Chapter 8	Tutorial activity: Using multiple and mixed approach
Week 7 07 December	Research methodology and design	Zikmund et al, Chapter 9 and Chapter 10	Tutorial activity: Defending methodology
Week 8 14 December	Fieldwork: qualitative data collection	Zikmund et al, Chapter 12, 13, 14	Tutorial activity: Running a focus group. **Assessment 3 due** Week 8 Sunday 11.59pm
Week 9 04 January	Fieldwork: quantitative data collection	Zikmund et al, Chapter 15	Tutorial activity: Constructing Questionnaire
Week 10 11 January	Data analysis: qualitative and quantitative data analysis	Zikmund et al, Chapter 18 and 19	Tutorial activity: Presenting to lay audiences **Assessment 4 due** Week 10 Sunday 11.59pm
Week 11 18 January	Writing Research Proposal	Zikmund et al, Chapter 11	**Presentation – Batch 1**
Week 12 25 January	Completing and presenting the research	Zikmund et al, Chapter 20	**Presentation – Batch 2**
Week 13 01 February	Study Review Week and Final Exam Week		
Week 14 08 February	- Final Exam Week - Continuing students - enrolments for T127 open	Please see the exam timetable for the exam date, time and location	
Week 15 15 February	- Student Vacation begins - New students - enrolments for T127 open		
Week 16 22 February	1. Results Released 2. Review of Grade Day for T326 – see Sections 2.6 and 3.2 below for relevant information. 3. Certification of Grades NOTE: More information about the dates will be provided at a later date through Moodle/KOI email.		

T127 01 March 2027	
Week 1 01 March	Week 1 of classes for T127

2.5 Teaching Methods/Strategies

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

- *Lectures* (1 hour/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. Tutorials often include group exercises and so contribute to the development of teamwork skills and cultural understanding. Tutorial participation is an essential component of the subject and contributes to the development of many of the graduate attributes (see section 2.2 above). Tutorial participation contributes towards the assessment in many subjects (see details in Section 3.1 for this subject). Supplementary 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.

2.6 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
Assessment 1: Tutorial participation	Weekly	10%	a, b, c, d
Assessment 2 (Individual): Research plan (1,000 words, template provided).	Week 5	15%	a, c, d
Assessment 3 (Individual) Literature Review (2000 words)	Week 8	25%	a, b, c
Assessment 4 (Individual): Methodology Plan & Ethical Consideration – Individual assessment (3000 words) and Presentation (5 minutes) (presentation mark is individual mark)	Plan Week 10 Presentations Week 11 or 12	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.

2.7 Prescribed and Recommended Readings

Provided below, in formal reference format, is a list of the prescribed and recommended readings.

Prescribed Text:

Quinlan, C., Babbin, B., Carr,J, Griffith, M. and Zikmund, W. 2024. Business Research Methods. 3rd edition. Cengage Australia

Saunders, M.N.K, Lewis,P and Thornhill,A. 2024. Research Method for Business Students. 9th Edition. Pearson Australia

Recommended Reading:

Easterby-Smith, M., Jaspersen, L.J, Thorpe, R and Valizade, D. 2021. Management and Business Research. 7th edition. Sage Publishing

Rosem S., Spinnks, N. and Canhoto, A.I. 2024. Management Research : Applying the Principles of Business Research Methods. 2nd edition. Routledge.

Schinder, P. 2025. Business Research Methods. 14th edition. Mc Graw Hill

Sekaran, U, & Bougie, R. 2024. Research Methods for Business : A Skills Buidling Approach, Australia and New Zealand Edition. 8th edition. Wiley

Merriam, SB, & Grenier, RS (eds) 2019, Qualitative Research in Practice: Examples for Discussion and Analysis, 2nd edt. John Wiley & Sons, Incorporated, Newark.

Useful Websites

The following websites are useful sources covering a range of information useful for this subject. However, most are not considered to be sources of Academic Peer Reviewed theory and research. If your assessments require ***academic peer reviewed journal articles*** as sources, you need to access such sources using the Library database, Ebscohost, or Google Scholar. Please ask in the Library if you are unsure how to access Ebscohost. Instructions can also be found in Moodle.

- Australian Bureau of Statistics – Understanding Statistics website.The Understanding Statistics pages are here to support your statistical literacy development and assist you understand, evaluate and communicate statistical data and information. http://www.abs.gov.au/websitedbs/a3121120.nsf/home/understanding%20statistics
- A Policymaker's Primer on Education Research – Understanding Statistics Tutorial The USA based Education Commission of the States (ECS) and Mid-continent Research for Education and Learning (McREL) have developed this website, aimed primarily at education research, but it provides good explanations of elements of the subject's content. http://www.ecs.org/html/educationissues/research/primer/understandingtutorial.asp
- BBC Six-Part Primer on Understanding Statistics in the News In 2008, the BBC ran a six-part primer by Michael Blastland on understanding statistics in the news. Blastland takes on the media's handling of surveys/polls, counting, percentages, averages, causation and doubt. "Wouldn't it be good," Blastland said "to have the mental agility to separate the wheat from the chaff?" He then proceeds, in six weekly articles, to point out the obvious vs. the correct ways to interpret the data. Follow the links on this page to the BBC web site to read Michael Blastland's six-part primer on understanding statistics in the news. http://www.amstat.org/news/blastland_bbcprimer.cfm
- Electronic Journal of Business Research http://www.ejbrm.com/main.html
- Explorable.com – a website explaining many things relating to research. As the website explains

about the authors: https://explorable.com/

- Free Management Library – Basic Business Research Methods http://managementhelp.org/businessresearch/index.htm?PHPSESSID=5d461796f95ec637100f7f212eb8

3 Wallace, M., & Sheldon, N., (2012). Research ethics in business: a participant observer perspective. In 2nd Annual Australasian Business Ethics Network (ABEN) Conference. "There are several authors writing articles for the website. We are not well-renowned researchers, nor do we wish to profile the website as authoritative. We aim to provide content which is easy to understand and accurate."