BUS711 RESEARCH BUSINESS PROJECT 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
MPA	1 trimester	Postgraduate	Dr Evi Lanasier evi.lanasier@koi.edu.au P: +61 (2) 9283 3583 L: Level 7-11, 11 York Street. 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	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 Satisfactory completion of 12 subjects (or 8 subjects with a credit average)

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 supervisor. Prescribed readings and research examples will be posted to Moodle for additional guidance and recommended readings listed at section 2.7 will provide useful background reading.

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

This subject is one of the two alternate capstone subjects for the course and provides experience and supervision in a significant research business project related to the course. This subject focuses on both the conceptual and operational aspects of doing research and evaluating existing research in business. This project will be completed in an applied business research to allow management to make an informed decision. Students will design, trial and implement data collection, analyse findings and document their findings in a written thesis and a presentation at a professional seminar.

Students will work in small groups in conjunction with their supervisor, becoming more deeply involved in the stages of the research process. The emphasis of this subject is on the application of research knowledge gained in other subjects as well as the skills developed in this subject, culminating in presentations at a seminar of their peers and academic staff.

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.

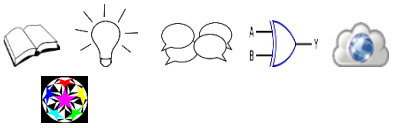
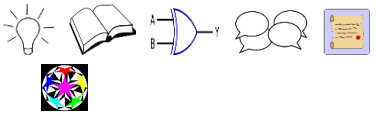
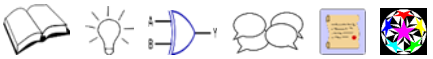
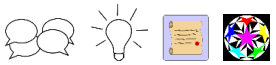
King's Own Institute's generic graduate attributes for a master's level degree are summarised below:

	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) Undertake critical analysis for the research project as appropriate	
b) Critically review relevant literatures and present the review in concise manners	
c) Critically discuss, justify, and present the project's aims, methodology, results, and conclusions in a scholarly manner, demonstrating ethical awareness and sensitivity to diverse cultural perspectives.	
d) Present findings at a professionally run seminar to an audience including their peers and academic staff.	

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	Introduction to Business Research: ● Applied vs Basic Research ● Choosing Research Topic	Quinlan et al. Chapter 1, 6 & 7	● Group formation and logistic. ● Expected work: Alternative research topic (template provided)
Week 2 02 November	Determining Research Direction and Developing Research Questions	Quinlan et al Chapter 2	**Expected work:** Proposed research questions (template provided)
Week 3 09 November	The role of Literature Review in Business Research	Quinlan et al, Chapter 4 & 5	**Expected work:** Preliminary gathering of relevant peer-reviewed articles and other sources (template provided)
Week 4 16 November	Preparing Business Research Proposal	Quinlan et al, Chapter 10	**Expected work:** Research Proposal Draft **Assessment 1 due**
Week 5 23 November	Research Design & Methodology: Qualitative vs Quantitative Research	Quinlan et al Chapter 8	**Expected work:** Proposed Research Methodology (template provided)
Week 6 30 November	Research Data: o Primary vs Secondary Data o Quantitative & Qualitative Data Collection	Quinlan et al Chapter 11, 12	**Expected work:** Continuing on proposed research methodology
Week 7 07 December	Developing Research Instrument & Applying for Research Ethics, including Ethical Frameworks in Use of AI Approval	Quinlan et al Chapter 3 & 13	**Expected work:** Proposed research instrument (template provided)
Week 8 14 December	Field Work	Quinlan et al Chapter 11	Consultation on the progress of data collection
Week 9 04 January	Data Analysis Overview ● Statistical Analysis for Quantitative Research ● Thematic Analysis for Qualitative Research Preparing Research Report ● Report ● Presentation	Quinlan et al Chapter 15. 6 & 17	**Expected work:** Data Analysis – Interim findings (template provided) Consultation on the presentation
Week 10 11 January	Research Presentation (Interim Finding)		Consultation on the presentation **A2 – Research Report is due**
Week 11 18 January	Project Report Consultation		Research Report consultation
Week 12 25 January	Personal Reflections and Oral Presentation		**A3 Part 1 Oral Presentation (in-class)** **A3 Part 2 Written Personal Reflection**

Week (beginning)	Topic covered in each week's lecture	Reading(s)	Expected work as listed in Moodle
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	• Results Released • Review of Grade Day for T326 – see Sections 2.6 and 3.2 below for relevant information. • 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:

UNDERTAKING YOUR RESEARCH

PHASE 1 – PREPARING THE RESEARCH

Phase I, which may be thought of as a topic analysis, will cover three aspects of your ultimate proposal. This phase will involve the determination of an area of interest, a literature search, and the formulation of a problem for research. The proposal should be structured under the following headings.

- Research Background
- Research Questions and Objectives
- Preliminary Literature Review and Theoretical Framework & Hypotheses

Literature Search

Your coverage of prior research need not be exhaustive at this stage. An investigation of the major research should be adequate. This prior research would form the central focus of the Literature Search section. One purpose of the literature search is avoiding the problem of reinventing the wheel.

Research Methodology

The decision of methodology is crucial in order to answer the research questions. The methodology decision will cover: type of research, research approach, type of data, data collection method, data analysis methods and ethical consideration.

PHASE 2 – CONDUCTING THE RESEARCH

The work to date forces some closure on the proposed area of study. It establishes the boundaries of the topic area and identifies what is contained within those boundaries. This is the phase where students are expected to collect data and to analyse the data. (SECONDARY DATA ONLY)

PHASE 3 – REPORTING THE RESEARCH

The logical structure of the research project can be described as follows. Identify the research problem.

- Title Page
- Executive Summary
- Background
- Literature Review
- Research design
- Findings and Discussion
- Conclusion and Recommendations
- Future Directions
- Reference List

1.

2.6 Student Assessment

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

Assessment Type	When assessed	Weighting	Learning Outcomes Assessed
Assessment 1 (Individual): Research Proposal – 1500 words	Week 4	15%	a and c
Assessment 2 (Individual): Project Report – 3500 words	Week 10	50%	a, b, c and d
Assessment 3 (Individual) Oral Presentation and Personal Reflection – 1000 words	Week 12	35% (20% + 15%)	a, b, c and 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

Highly recommended readings

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 Building Approach, Australia and New Zealand Edition. 8th edition. Wiley

Further recommended readings:

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

Additional readings and resources will be recommended by the lecturer.

Useful Websites:

Many business 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.