USC

Course Outline	

Code: BUS501
Title: Business Research and Statistics

School:	Business
Teaching Session:	Semester 2
Year:	2020
Course Coordinator:	Dr Jenna Campton
Course Moderator:	Associate Professor Maria Raciti

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1.   What is this course about?

1.1   Description

Business research and statistics are essential for any organisation to remain competitive, understand their customer's needs, and resolve business problems or opportunity's. Through research and discussions students will explore how to define business problems and design business research. Having an ongoing dialog in the workshop's students will focus on how to interpret business analytics for decision making. Students will acquire practical skills in evidence-based decision making, analysing data, and communicating outcomes.

1.2   Field trips, WIL placements or activities required by professional accreditation
N/A

2.   What level is this course?

500 level Advanced - Engaging with new discipline knowledge and skills at an advanced level or deepening existing knowledge and skills within a discipline. Independent application of knowledge and skills in unfamiliar contexts.

3.   What is the unit value of this course?

12 units

4.   How does this course contribute to my learning?

Specific Learning Outcomes On successful completion of this course, you should be able to:	Assessment tasks You will be assessed on the learning outcomes in task/s:	Graduate Qualities or Professional Standards mapping Completing these tasks successfully will contribute to:
Understand the principles of business analytics and its relation to business intelligence; and applied statistical terminology and techniques.	1, 2 and 3	Creative and critical thinkers. Ethical.
Identify a business problem, nominate an appropriate business analytics approach to address the problem and apply that business analytics approach	1, 2 and 3	Knowledgeable.
Apply appropriate quantitative techniques for descriptive and predictive business analytics	2 and 3	Creative and critical thinkers.
Make reasoned decisions as to the appropriate data collection method(s) for specific business analytics applications	1 and 2	Creative and critical thinkers.
Apply computer technology in the solution of business analytics problems.	2 and 3	Empowered.

5.   Am I eligible to enrol in this course?

Refer to the USC Glossary of terms for definitions of "pre-requisites, co-requisites and anti-requisites".

5.1   Enrolment restrictions

Must be enrolled in a postgraduate program

5.2   Pre-requisites

Nil

5.3   Co-requisites

Nil

5.4   Anti-requisites

Nil

5.5   Specific assumed prior knowledge and skills (where applicable)

N/A

6.   How am I going to be assessed?

6.1   Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

6.2   Details of early feedback on progress

From weeks 1-6 students will be given mini-practice quizzes to assess their knowledge of the weekly content from the lectures and tutorials. Weeks 1-3 practice quizzes will help to study for the week 4 graded quiz. Weeks 4-6 will help study for the week 7 graded quiz. It is expected that students will use this feedback to help identify topics in which they need to further study.

6.3   Assessment tasks

Task No.	Assessment Product	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Quiz/zes	Individual	20%	1 hour	Weeks 4 and 7 inclusive	Quiz (Online Test)
2	Examination	Individual	35%	2 Hours	Week 11	Quiz (Online Test)
3	Examination	Individual	45%	2 hours	Central examination period	Quiz (Online Test)
			100%			

Assessment 1: Online quizzes

Goal:	To demonstrate understanding of business analytics and statistics
Product:	Quiz/zes
Format:	This is an individual assessment. In Week 4 and Week 7 two online quizzes will be conducted. The week 4 quiz will cover content from weeks 1-3 and the week 7 quiz will assess content from weeks 4-6. Each quiz will comprise of 15 multiple choice questions and there is a 30-minute time limit. The quiz will assess content from the lectures, tutorials and textbook readings.
Criteria:	Demonstrated understanding of business analytics and statistical concepts

Assessment Task 2: Examination

Goal:	To undertake a business analytics approach to solve a set of business problems that require the use of appropriately selected business analytics approaches.
Product:	Examination
Format:	This is an individual assessment The exam will assess content covered from Weeks 5, 7, 8 & 9. The exam has two parts, the first part comprises multiple choice and true/false questions and the second part requires students to interpret SPSS output and select the most appropriate interpretation.
Criteria:	Use of appropriately selected business analytics approaches to solve a set of business problems.

Assessment Task 3: Final examination

Goal:	To demonstrate understanding of business analytics and statistics
Product:	Examination
Format:	This is an individual assessment. A two-hour final examination will be held in the examination period and will consist of a set of multiple-choice questions.
Criteria:	Demonstrated understanding of business analytics and statistics

7.   Directed study hours

This course will be delivered via technology-enabled learning and teaching. All lectures will remain in this mode for Semester 2 2020.
When government guidelines allow, students that elected on-campus study via the class selection process will be advised when on campus tutorials and practical sessions will resume.
Student workload is calculated at 12.5 learning hours per one unit.
Each week:
- 2 hour zoom workshop

- 1 hour digital content
- 9.5 hours independent study (including assessment work)

8.   What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

8.1   Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below as they are required:

Author	Year	Title	Publisher
Allen, P., Bennett, K., & Heritage, B.	2018	SPSS statistics version 23: A practical guide	Cengage Learning Australia
Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M.	2013	*Business research methods*	Cengage Learning Australia
Note. The library has access to these resources.			

8.2   Specific requirements

N/A

9.   How are risks managed in this course?

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the online Health Safety and Wellbeing training module for students, and following the instructions of the University staff.

10.   What administrative information is relevant to this course?

10.1   Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2   Assessment: Additional requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:
a)   The final mark is in the percentage range 47% to 49.4%
b)   The course is graded using the Standard Grading scale
c)   You have not failed an assessment task in the course due to academic misconduct

10.3   Assessment: Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:
- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.
To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

10.4   Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to Student Hub.

Contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au

10.5   Wellbeing Services

Student Wellbeing Support Staff are available to assist on a wide range of personal, academic, social and psychological matters to foster positive mental health and wellbeing for your success. Student Wellbeing is comprised of professionally qualified staff in counselling, health and disability Services.

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, mental health issue, learning disorder, injury or illness, or you are a primary carer for someone with a disability, AccessAbility Services can provide assistance, advocacy and reasonable academic adjustments.

To book an appointment with either service go to Student Hub, email studentwellbeing@usc.edu.au or accessability@usc.edu.au or call 07 5430 1226

10.6   Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:
- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:
http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.7   General Enquiries

In person:
- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** – Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast -** Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture -** Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Appendix 1   Course content

Week # / Module #	What key concepts/content will I learn?	Directed Study Activities: teaching components
1	Introduction to the business research process	Please refer to Section 7 for details.
2	Business problem definition; secondary and primary data	Please refer to Section 7 for details.
3	Observation and experimental research in business	Please refer to Section 7 for details.
4	Measurement concepts and determination of sample size	Please refer to Section 7 for details.
5	Getting started with data analysis; descriptive analytics	Please refer to Section 7 for details.
6	Academic skills: Exam preparation	Please refer to Section 7 for details.
7	Non-parametric procedures	Please refer to Section 7 for details.
8	Comparing means: T-Tests	Please refer to Section 7 for details.
9	Comparing means: ANOVA	Please refer to Section 7 for details.
10	Consultation and study week	30min Zoom with course coordinator.
11	Predictive analytics: correlation and simple linear regression	Please refer to Section 7 for details.
12	Business analytics	Please refer to Section 7 for details.
13	Revision week – self-directed study	

Please note that the course activities may be subject to variation.

Mid Semester Break:
28th September 2020-4th October 2020 (Between Week 10 and Week 11)

Public Holidays
Queen's Birthday - Monday 5th Oct 2020 (Week 11)