



COURSE OUTLINE

BUS703

Evidenced Based Decision Making

Course Coordinator: Meredith Lawley (mlawley1@usc.edu.au) **School:** School of Business and Creative Industries

2021 | Session 7

Online

ONLINE

You can do this course without coming onto campus.

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

As professionals you make decisions on a daily basis. A 'good' decision is based upon credible information and research. This course will provide you with knowledge and skills in business research that will allow you to propose research projects which provide the support for evidenced based decision making, as well as evaluate the quality of research conducted by others. This course covers all stages of the research process from problem definition to analysing, reporting and interpreting results.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ONLINE 1			
Tutorial/Workshop 1 – 2 hour interactive zoom workshop	2hrs	Not applicable	12 times
Online – 1 hour interactive learning guides	1hr	Not applicable	12 times

1.3. Course Topics

The Process of Good research

Crafting a Clear Problem

Primary Data

Secondary Data

Exploratory, Descriptive and Causal Research

Sampling

Qualitative and Quantitative Analysis

Trends in Research

2. What level is this course?

700 Level (Specialised)

Demonstrating a specialised body of knowledge and set of skills for professional practice or further learning. Advanced 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?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Demonstrate advanced communication skills in business research	Engaged	PC1.1 - Written Communication
2 Critically evaluate the research of others	Creative and critical thinker Empowered	PC3 - Creative and Critical Thinking
3 Analyse and synthesise relevant research theories and frameworks to develop applied research proposals	Creative and critical thinker Empowered	PC3.1 - Problem Solving
4 Applies knowledge of ethical frameworks, theories and concepts and responsibilities when proposing and evaluating research	Ethical	PC4.1 - Social Responsibility and Sustainability

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. Pre-requisites

Enrolled in any PGRD Program

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

MBA703 or EMB753

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

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

6.2. Details of early feedback on progress

Formative feedback will be provided using various methods in the first few weeks of semester.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Report	Individual	40%	2,000 words	Week 3	Online Assignment Submission with plagiarism check
All	2	Report	Individual	60%	3,000 words	Week 7	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Report: Problem definition

GOAL:	To define a research problem, formulate a research question and present research objectives	
PRODUCT:	Report	
FORMAT:	<p>Individual assessment to be undertaken independently.</p> <p>Focusing on an organisation with which you are familiar (current or past employer), you are required to identify a management problem that requires research in order to allow management to make decisions to solve the problem/opportunity.</p> <p>You are required to identify the management problem, provide a brief background to the management problem, develop the research question and develop research objectives.</p> <p>As job satisfaction is the basis of the main example in the study guide, you are NOT permitted to use a management problem related to job satisfaction.</p> <p>Further details on the task and the marking rubric are available in the assessment area in BlackBoard.</p>	
CRITERIA:	No.	Learning Outcome assessed
	1	Demonstrate an understanding of the background to management problems 2
	2	Accurate identification and articulation of linked management problem, research questions and objectives 3
	3	Effective written communication skills 1

All - Assessment Task 2: Research Proposal

GOAL:	To develop a research proposal	
PRODUCT:	Report	
FORMAT:	<p>Individual assessment to be undertaken independently. You are required to prepare a research proposal (secondary data including academic literature, research design and method, sampling or selection of respondents, proposed data analysis, ethical issues, budget and timelines) based on the management research problem or opportunity for investigation identified in Task 1. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Learning Objective will be assessed: Program Learning Objective 1.1 - Demonstrate effective written communication skills in a business context. Further details on the task and the marking rubric are provided in the assessment area in Blackboard.</p>	
CRITERIA:	No.	Learning Outcome assessed
	1	Critical analysis of desktop research relevant to the managerial problem 2
	2	Critical evaluation of the research process 3
	3	Application of relevant research theories and frameworks 4
	4	Advanced organisation and structure of written content 1
	5	Development and articulation of informed arguments 1
	6	Advanced referencing of sources of information used within the body of the document and in a reference list using Harvard referencing style 1
	7	Advanced accuracy and presentation of written work (including English expression, discipline-based vocabulary, grammar, spelling, and punctuation). 1

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

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

Please note: 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. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	PUBLISHER
Recommended	Sekaran, U., & Bougie, R.	2016	Research Methods For Business: A Skill Building Approach	Wiley Plus
Recommended	Summers, J & Smith, B	2005	Communication Skills Handbook	John Wiley & Sons, Brisbane.

8.2. Specific requirements

Nil

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility 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 and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training 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:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may 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 to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, , injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. 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>

10.8. 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

Email: studentcentral@usc.edu.au