USC

Course Outline	

Code: EMB753
Title: Research for Decision Making

School:	Business
Teaching Session:	Session 2
Year:	2020
Course Coordinator:	Professor Meredith Lawley | mlawley1@usc.edu.au
Course Moderator:	Dr Retha Scheepers

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

The key role of research in an organisation is to provide reliable evidence which will help you as managers make better strategic and tactical decisions. A sound knowledge of the research process will assist you to think clearly, logically, deeply and objectively about the available evidence on which decisions will be based. Hence the purpose of this course is to provide you with knowledge of the research process and based on this knowledge develop skills in evaluating research.

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

Nil

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?

6 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: |
| --- | --- | --- |
| Demonstrate mastery of theoretical business research principles. | 1a and 1b | Knowledgeable. |
| Critically evaluate the research of others. | 2 | Creative and critical thinkers. |
| Demonstrate understanding of ethical issues in research when proposing and evaluating research | 1a, 1b and 2 | Ethical |

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 BU791

5.2   Pre-requisites

Nil

5.3   Co-requisites

Nil

5.4   Anti-requisites

MBA703 or BUS703

5.5   Specific assumed prior knowledge and skills (where applicable)

Nil

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

Feedback will be provided in initial workshops and through an early assessment during the first teaching weekend.

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?
1a	Oral	Group	20%	2 hours	Saturday 7th March 2020	In Class
1b	Report	Individual	30%	500 words	Monday 2rd March 2020	Online Assignment Submission with Plagiarism check
2	Report	Individual	50%	1,500 words	Monday 27th April 2020	Online Assignment Submission with Plagiarism check
			100%			

Assessment 1a: Report

Goal:	You will demonstrate understanding of the business research process.
Product:	Oral
Format:	Group PowerPoint presentation of report analysis. See Blackboard for further details.
Criteria:	• Communication and professional presentation of critique • Use of theory as a framework for analysis • Identification and analysis of strengths and weaknesses of the research methodology used in the report being critiqued

Assessment Task 1b: Report

Goal:	You will demonstrate understanding of the business research process.
Product:	Report
Format:	Individual written report of group findings from Task 1a. Written report of 500 words. See Blackboard for further details.
Criteria:	• Communication and professional presentation of critique • Use of theory as a framework for analysis • Identification and analysis of strengths and weaknesses of the research methodology used in the report being critiqued

Assessment Task 2: Critique of one research report

Goal:	When making decisions managers need to be able to evaluate the quality of information on which the decision will be based. This task will allow you to develop skills in critiquing the research of others.
Product:	Report
Format:	This is an individual written report of 1,500 words. See Blackboard for further details.
Criteria:	• Communication and professional presentation of critique • Use of theory as a framework for analysis • Identification and analysis of strengths and weaknesses of the research methodology used in the report being critiqued

7. Directed study hours

Location:	Directed study hours for location:
On campus	18 hours in distributed block format

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

Nil

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 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
Email: studentcentral@usc.edu.au

Appendix 1   Course content

Week # / Module #	What key concepts/content will I learn?
1	Understanding the research process: An overview The Research Industry Defining the decision: What information do I need?
2	Desk research: What useable information already exists?
3	Designing the Research: What is the best way to get the new information required?
4	Sampling: Who from, how many and how should they be selected?
5	Analysis: Turning data into information
6	Communication • The Research Brief • The Research Proposal • The Research Report
7	**Assessment task 2 due**

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

Public Holidays
Good Friday- Friday 10th April 2020 (Week 6)
Easter Monday- Monday 13th April 2020 (Week 7)