

RATIONALE

Managers of organisations are often confronted by the need to undertake, delegate or commission research to inform their decision making. Regardless of whether a manager undertakes research or evaluates the research of others, it is important that they understand the importance of good process in research.

Advanced knowledge about and practical appreciation gained through, the experience of executing and reporting on business research projects equips managers to make decisions in complex business environments.

(Note: Students will read more widely on the issue identified in BZ696, engage in independent, self-directed study but be mentored by an experienced business academic or practitioner).

CONTENT

- 1 Enhancement/modification of the literature review prepared in BZ696 Research Project Design
- 2 Development of a negotiated contract for carrying out the study, including forms of reporting, timelines, communication, and accountability arrangements
- 3 High-level research and investigation of business problems and analysis of data
- 4 Reporting on the research/investigation with appropriate evaluation and recommendations for theory and practice

LEARNING OUTCOMES

On completion of this unit, students should be able to:

- 1 Demonstrate advanced understanding of business literature, research methods, and strategies that enable the planning and execution of a problem-based business research project including a biblical Christian worldview.
Graduate Attribute(s): 1, 2, 3, 6, 7
- 2 Apply research processes, data collection, evaluation, review and critique to business contexts.
Graduate Attribute(s): 2, 4
- 3 Apply knowledge and skills to demonstrate autonomy, expert judgment, adaptability and responsibility in planning and managing research tasks and deadlines.
Graduate Attribute(s): 1, 2, 7, 8
- 4 Interpret and transmit outcomes of the research to specialist and non-specialist audiences.
Graduate Attribute(s): 5, 8
- 5 Communicate at an appropriate tertiary standard: with special attention to design elements, grammar, usage, logical relations, style, presentation and referencing.
Graduate Attribute(s): 5

ASSESSMENT TASKS

A grade of at least 50% overall is required to pass this unit. Students must submit a reasonable attempt at all assessment items.

TASK 1: ENGAGEMENT WITH SUPERVISOR (PROGRESS REPORTING)

Word Length/Duration: 5 x 300 words
 Weighting: 15%
 Learning Outcomes: 3, 5

Assessed: As agreed with lecturer

TASK 2: PROJECT REPORT: REPORT ON PROCESS AND OUTCOMES OF RESEARCH

Word Length/Duration: 8,000 words and 30 minute oral presentation
 Weighting: 85% (8,000 words - 70%; 30 minutes - 15%)
 Learning Outcomes: 1-5
 Assessed: Week 12

ASSESSMENT ALIGNMENT

Assessment Task	Learning Outcome	Content	Graduate Attributes
Task 1	3, 5	2	1,2,5, 7,8
Task 2	1-5	1-5	1-8

ASSESSMENT ELABORATION

Task 1: Progress Reporting

Students are required to regularly report to the supervisor on their progress throughout the study period. Five progress reports of 300 words each will be submitted via email to the lecturer with a final submission to Turnitin at the end of the study period.

1. Date
2. Major Findings to date: This could be an extract from your writing or a summary.
3. Problems/Issues facing: Report any issues that you are facing in the project (e.g. delays in data collection etc)
4. Evaluation of Progress: Overall, rate your progress both in terms of timelines (e.g. 50% completed), and satisfaction of the quality of your work (e.g. Scale of 1-5, very unsatisfied, unsatisfied, unsure satisfied, very satisfied)
5. Next steps: what are you now working on?

Task 2: project Report and presentation

The final report will be approximately 8000 words followed by an oral report to be negotiated with the lecturer. In this report you will demonstrate mastery of conducting business research in your chosen field.

SPECIALIST FACILITIES OR EQUIPMENT

Students must have access to a computer with audio-visual communication and spreadsheet software. Depending on the research project, some students may need access to specialist computer software such as SPSS or Nvivo.

PRESCRIBED TEXTS

Note: Students are expected to purchase or have access to the prescribed text(s).

Wilson, J. (2014). *Essentials of business research: A guide to doing your research project*. (2nd Revised ed.) London: SAGE Publications. ISBN9781446257333

Additional reading will be supplied via the Moodle™ web page for this unit.

RECOMMENDED READINGS

BOOKS

Note: The following books are available for loan from the CHC library - purchase is optional.

Booth, W.C., Colomb, G. G. and Williams, J. M. (2016). *The Craft of Research*. (4th ed.). Chicago, IL: Chicago University Press.

Coghlan, D., and Brannick, T. (2014). *Doing action research in your own organisation*. (4th ed.). London, UK: SAGE Publications.

Craswell, G., and Poore, M. (2012). *Writing for academic success*. London, UK: SAGE Publications.

Saunders, M. N. K., and Lewis, P. (2017). *Doing research in business and management: an essential guide to planning your project*. (2nd ed.). London, UK: Pearson United Kingdom.

Sword, H. (2012). *Stylish academic writing*. London, UK: Harvard University Press.

JOURNALS AND PERIODICALS

Business: Theory and Practice

Christian Scholar's Review

Entrepreneur

Global Business and Management Research: An International Journal

International Journal of Business

International Journal of Business and Management Science

International Journal of Business Research

International Journal of Case Studies in Management

Journal of Applied Business Research

Journal of Business Research

Review of Business Research

WEBSITES

SAGE research methods (business) – accessible via Library data bases

How to do a research project - <http://www.blackwellpublishing.com/researchproject/weblinks.asp>

OTHER

In addition to the resources above, students should have access to a Bible, preferably a modern translation such as The Holy Bible: The New International Version 2017 (NIV 2017) or The Holy Bible: New King James Version (NKJV).

These translations and many others may be accessed free on-line at <http://www.biblegateway.com>. The Bible app from LifeChurch.tv is also available free for smart phones and tablet devices.

UNIT REVIEW

SEMESTER	FEEDBACK AND RESPONSE

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RUBRIC

TASK 1 PROGRESS REPORTING

Criteria	
You demonstrated ability to identify and reflect on opportunities and challenges with the research project (2 marks)	
You demonstrated ability to accept and respond to a variety of perspectives from feedback from the research field and literature (2 marks)	
Sources of information were high quality, relevant, and sufficient to justify discussion. (1 mark)	

COMMENT



RUBRIC

TASK 2 RESEARCH PROJECT

	HIGH DISTINCTION	DISTINCTION	CREDIT	PASS	FAIL
Criterion 1 Critically reviewed and analysed the essential literature related to their chosen topic;	Demonstrated an outstanding ability to present a very thorough and comprehensive review and analysis of the highly relevant literature of the chosen topic	Demonstrated a high-quality ability to present a thorough and comprehensive review and analysis of the relevant literature of the chosen topic	Demonstrated a commendable ability to present a mostly comprehensive review and analysis of the mostly relevant literature of the chosen topic	Demonstrated a satisfactory ability to present a review and/or analysis of the somewhat relevant literature of the chosen topic	Demonstrated limited ability to present a review or analysis of literature of the chosen topic
Criterion 2 Designed and conducted a study using a methodological approach that is critical, perceptive and constructive. . .	Demonstrated an outstanding ability to design and conduct a study using a highly appropriate methodological approach that is highly critical, perceptive and constructive	Demonstrated a high-quality ability to design and conduct a study using an appropriate methodological approach that is highly critical, perceptive and constructive	Demonstrated a commendable ability to design and conduct a study using a mostly appropriate methodological approach that is critical, perceptive and constructive	Demonstrated a satisfactory ability to design and/or conduct a study using a somewhat appropriate methodological approach that is somewhat critical and/or perceptive and/or constructive	Demonstrated limited ability to design or conduct a study using a methodological approach that is critical or perceptive or constructive
Criterion 2 . . . congruent with the focus of the investigation;	Demonstrated an outstanding ability to design and conduct a study using a highly appropriate methodological approach that is congruent with the focus of the investigation	Demonstrated a high-quality ability to design and conduct a study using an appropriate methodological approach that is congruent with the focus of the investigation	Demonstrated a commendable ability to design and conduct a study using a mostly appropriate methodological approach that is congruent with the focus of the investigation	Demonstrated a satisfactory ability to design and/or conduct a study using a methodological approach that is somewhat congruent with the focus of the investigation	Demonstrated a limited ability to design or conduct a study using a methodological approach that is congruent with the focus of the investigation
Criterion 3 Implemented appropriate information/data gathering and organising strategies;	Demonstrated an outstanding ability to accurately implement highly appropriate information/data gathering and organising strategies	Demonstrated a high-quality ability to mostly accurately implement highly appropriate information/data gathering and organising strategies	Demonstrated a commendable ability to implement appropriate information/data gathering and organising strategies	Demonstrated a satisfactory ability to implement information/data gathering and/or organising strategies	Demonstrated a limited ability to implement information/data gathering or organising strategies
Criterion 4 Performed rigorous information/data analyses through the use of varied, valid and reliable techniques appropriate to the selected study;	Demonstrated an outstanding ability to perform highly rigorous information/data analysis through the use of varied, valid and reliable techniques highly appropriate to the selected study	Demonstrated a high-quality ability to perform rigorous information/data analysis through the use of varied, valid and reliable techniques highly appropriate to the selected study	Demonstrated a commendable ability to perform mostly rigorous information/data analysis through the use of varied, valid and reliable techniques mostly appropriate to the selected study	Demonstrated a satisfactory ability to perform somewhat rigorous information/data analysis through the use of varied, valid and reliable techniques somewhat appropriate to the selected study	Demonstrated a limited ability to perform rigorous information/data analysis through the use of varied or valid or reliable techniques with the selected study
Criterion 5 Developed comprehensive, reliable, and defensible conclusions to the study	Demonstrated an outstanding ability to thoroughly and comprehensively develop highly reliable and defensible conclusions to the study	Demonstrated a high-quality ability to comprehensively develop highly reliable and defensible conclusions to the study	Demonstrated a commendable ability to develop reliable and defensible conclusions to the study	Demonstrated a satisfactory ability to develop reliable and/or defensible conclusions to the study	Demonstrated a limited ability to develop reliable or defensible conclusions to the study



<p>Criterion 6</p> <p>Communicated at an appropriate tertiary standard (See CHC APA Style Guide and APA Guide 2021 for guidelines)</p>	<p>Precise and effective use of grammar, punctuation, vocabulary, spelling, usage, sentence structure, design elements, logical relations, presentation and mechanics. Meets length requirement. Academic voice is present, seamlessly integrated.</p>	<p>Thorough and consistent use of grammar, punctuation, vocabulary, usage, sentence structure, design elements, logical relations, presentation and mechanics. Meets length requirement. Academic voice is present and integrated.</p>	<p>Commendable use of grammar, punctuation, vocabulary, usage, sentence structure, design elements, logical relations, presentation and mechanics. Consideration has been given to length. Satisfactory evidence of academic voice with satisfactory integration.</p>	<p>Satisfactory use of grammar, punctuation, vocabulary, usage, sentence structure, design elements, logical relations, presentation and mechanics. Assessment length is acceptable. Passing evidence of academic voice with some integration.</p>	<p>Limited use of grammar, punctuation, vocabulary, usage, sentence structure, design elements, logical relations, presentation and mechanics. Limited consideration given to length requirement. Limited evidence of academic voice and integration.</p>
<p>Criterion 6</p> <p>Communicated at an appropriate tertiary standard (See CHC APA Style Guide and APA Guide 2021 for guidelines)</p>	<p>Evidence that a comprehensive range of information has been considered from many different sources (i.e. internet/ books/ journals). Sources referenced are reputable, authoritative and scholarly, are highly relevant to the assessment and flawlessly integrated.</p>	<p>Evidence that a broad range of information has been considered from different sources (i.e. internet/ books/ journals). Sources referenced are mostly reputable, authoritative and scholarly, are relevant to the assessment and mostly well integrated.</p>	<p>Evidence that a commendable range of information has been considered from different sources (i.e. internet/ books/ journals). Sources referenced are somewhat reputable, authoritative and scholarly, are mostly relevant to the assessment and satisfactorily integrated.</p>	<p>Evidence that a sufficient range of information has been considered from sources (i.e. internet/ books/ journals). Sources referenced are reputable, authoritative and sufficiently scholarly, somewhat relevant to the assessment and at times integrated.</p>	<p>Limited evidence that information has been considered from different sources (i.e. internet/ books/ journals). Sources referenced have been given limited scholarly consideration with limited integration.</p>
<p>Criterion 6</p> <p>Communicated at an appropriate tertiary standard (See CHC APA Style Guide and APA Guide 2021 for guidelines)</p>	<p>Referencing style is flawless APA and the assessment style/format has been constructed to adhere to CHC standards specific to the type of assessment.</p>	<p>Referencing style is consistently APA with minor errors and the assessment style/format has been constructed to adhere to CHC standards specific to the type of assessment.</p>	<p>Commendable evidence of the use of APA referencing with some errors and the assessment style/format has been constructed to mostly adhere to CHC standards specific to the type of assessment.</p>	<p>Satisfactory evidence of the use of APA referencing and the assessment style/format has been constructed to adhere to CHC standards specific to the type of assessment with passing consideration.</p>	<p>Referencing shows limited use of correct APA style and the assessment style/format shows limited consideration to the CHC standards specific to the type of assessment.</p>

ORAL Presentation

Scoring Rubric for Oral Presentations: BZ697

Category	Scoring Criteria	Total Points	Score
	The type of presentation is appropriate for the topic and audience.	5	

Organization (15 points)	Information is presented in a logical sequence.	5	
	Presentation appropriately cites requisite number of references.	5	
Content (45 points)	Introduction is attention-getting, lays out the problem well, and establishes a framework for the rest of the presentation.	5	
	Technical terms are well-defined in language appropriate for the target audience.	5	
	Presentation contains accurate information.	10	
	Material included is relevant to the overall message/purpose.	10	
	Appropriate amount of material is prepared, and points made reflect well their relative importance.	10	
	There is an obvious conclusion summarizing the presentation.	5	
Presentation (40 points)	Speaker maintains good eye contact with the audience and is appropriately animated (e.g., gestures, moving around, etc.).	5	
	Speaker uses a clear, audible voice.	5	
	Delivery is poised, controlled, and smooth.	5	
	Good language skills and pronunciation are used.	5	
	Visual aids are well prepared, informative, effective, and not distracting.	5	

	Length of presentation is within the assigned time limits.	5	
	Information was well communicated.	10	
Score	Total Points	100	

HD – 85-90

D – 76-84

C – 65-75

P – 50--64