

BUSM 7124 APPLIED BUSINESS RESEARCH PROJECT I

Credit Points 10

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Description Applied Business Research Project I is one of the two capstone subjects in the MBA Advanced Business Research, specialisation. It will enable students to apply the business research knowledge and skills they have learned in the four Specialist Knowledge Subjects of the major and receive direct experience in practice-oriented research. They will conduct a business research project under the supervision of an academic researcher. The student enrolment in Applied Business Research Project I is through a selection process based on academic performance in the four Specialist Knowledge Subjects of the major. The project will be in their area of professional practice selected from the options negotiated with a nominated academic supervisor.

School Business

Discipline Business Management

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Postgraduate Coursework Level 7 subject

Pre-requisite(s) BUSM 7120

BUSM 7121

BUSM 7122

BUSM 7123

Restrictions

This subject is not available for self-select enrolment. In-take will be by expression of interest only (by application to the Associate Dean Graduate Studies) to ensure students have passed the four specialist knowledge subjects listed in the pre-requisites above with at least an average credit level performance.

Learning Outcomes

After successful completion of this subject, students will be able to:

1. Maintain a high level of self-directed learning in applying research knowledge and skills.
2. Apply data collection methods relevant to the area of inquiry.
3. Demonstrate a high level of data analysis skills relevant to the area of inquiry.
4. Report results and discuss findings by relating to relevant theory.
5. Evaluate the potential impacts of the findings on practice relevant to business contexts.

Subject Content

- Ethics approval (if applicable) -Data collection from appropriate sources relevant to the area of inquiry Data analysis using appropriate research methodology Results reporting and interpretation based on a critical literature review

- Referencing styles for business research
- Structure of a business research thesis

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Presentation	20-minute presentation	25	N	Individual	N
Report	3000 words	30	N	Individual	N
Report	1000 words	30	N	Individual	N
Professional Task	300 words	15	N	Individual	N