

BUSM 7120 FOUNDATIONS OF BUSINESS RESEARCH

Credit Points 10

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Description Foundations of Business Research introduces students to the important role of research in addressing complex challenges within modern business environments. It aims to equip students with the necessary research knowledge and skills to generate deep insights into the application of research within their specific areas of professional interest. Students will explore how research informs business decisions and how research is utilised in practical business settings and will develop an understanding of various business research philosophies and paradigms, analysing their impact on devising solutions to business problems. Students will review the relevant applied business research literature, selecting topics from an array of available options.

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

Restrictions

Students must be enrolled in a postgraduate program.

Assumed Knowledge

Knowledge of the business-related disciplines and applied contexts.

Learning Outcomes

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

1. Explore and analyse complex challenges in modern business environments to demonstrate how research-based responses can be formulated and applied.
2. Identify an area of inquiry relevant to professional business contexts.
3. Describe the epistemological foundations of business research studies and relate these foundations to specific business research methods.
4. Review the research literature relevant to a chosen topic area and determine its relevance to practice
5. Critically examine the theories underpinning practitioner-oriented research in a selected area of inquiry.

Subject Content

- Modern business challenges requiring research-based responses
- Business research through the lens of the UN's SDGs
- Paradigms of and approaches to inquiry
- Identifying the literature relevant to a business challenge
- Developing a literature-based argument in response to a business challenge
- Exploring and critiquing theoretical frameworks

- Synthesising research purpose statement, literature review and the theoretical framework

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
Short Answer	800 words (200 words*4)	25	N	Group/ Individual	N
Poster		15	N	Individual	N
Report	1500 words	40	N	Individual	N
Presentation	1000 words	20	N	Individual	N