

BUSM 7123 BUSINESS RESEARCH AND PRACTICE

Credit Points 10

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Description Business Research and Practice enables students to devise a research proposal to respond to business challenges in the contemporary business environment. The practice-oriented areas of inquiry can be selected from a range of available options that reflect current business concerns. Students will apply their knowledge of research paradigms and contemporary business research methods and propose and defend their project. The projects will have clear alignments with contemporary business challenges. Students will demonstrate the ability to integrate how research skills can be utilised to respond to complex business challenges and informed decision-making, showcasing their readiness to undertake practice-oriented business research projects.

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

Co-requisite(s) BUSM 7120
BUSM 7121
BUSM 7122

Restrictions

Students must be enrolled in a postgraduate program.

Learning Outcomes

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

1. Identify and evaluate an area of inquiry that is oriented towards practical business applications, ensuring relevance to current business practices.
2. Review the key literature relevant to the area of inquiry
3. Justify appropriate research methods, paradigms and approaches suitable for addressing the identified area of inquiry
4. Design and develop appropriate data collection tools and instruments.
5. Plan a feasible research project that is defensible to a panel inclusive of practitioners/ researchers.

Subject Content

- Identifying the literature relevant to a business challenge
- Literature review and paraphrasing techniques
- Developing a literature-based argument in response to a business challenge
- Exploring and critiquing theoretical frameworks
- Synthesising a research purpose statement, literature review and the theoretical framework
- Selecting the methodology, ethical requirements, data collection tools and instruments and data analysis method

- Assessing the practical significance and impact potential of the proposed project
- Project planning and risk analysis

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
Report	4000 words	70	N	Individual	N
Presentatio	20 minutes	30	N	Individual	N