

SBM1300 Research Project

Unit description

SBM1300 Research Project introduces students to fundamental areas of research methodology and data analysis important for business and project management. The unit begins with an introduction to the research process, identification of appropriate research questions and a consideration of the principles of research ethics. Students develop skills required for selecting appropriate quantitative and qualitative methodologies to answer applied research questions and skills for presenting, analysing and interpreting data. Students demonstrate their understanding of research methodology by developing a research proposal to answer an applied research question important for industry. By the completion of the unit students are equipped to undertake supervised research. This unit is a core unit in the MBPM program.

Learning outcomes

On successful completion of this unit, students will be able to:

- [ULO1] Identify an applied research question important for project management and business and critically evaluate alternative research methodologies for answering the research questions.
- [ULO2] Appraise, critique and synthesise the findings of previous research to justify an applied research question.
- [ULO3] Justify the selection of a research methodology, including research design, sampling, choice of measurement tools, analysis strategy, to address an applied research question.
- [ULO4] Analyse the ethical implications of research methodologies.
- [ULO5] Analyse and interpret data to answer a research question.

Summary

Credit Points	6
Courses	MBPM
Total Credit Points	MBPM: 69 credit points
Pre-Requisites	N/A
Co-Requisites	N/A
Other Requirements	N/A
Unit Level	Core (MBPM)
Duration	12 weeks (12 teaching weeks; 1 final assessment week; no exam)
Mode of Delivery	On-campus
Assessment	Proposal: 10%; Unit project – Part A: 40%; Unit project – Part B: 20%; Analysis:10% Research Assignment: 20%
Prescribed Textbook	Bryman, A & Bell, E 2019, Business Research Methods, (3rd ed.). Oxford: Oxford University Press.
Expected student workload	Students should expect to spend approximately 9 hours per week over 13 weeks on learning activities for this unit. This includes time spent attending scheduled classes, undertaking private study, preparing assessments, and completing examinations.

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