



The University of Southern Queensland

## Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.  
Please consult the web for updates that may occur during the year.

### Description: Applied Business Research

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
MKT	3001	86004	1, 2009	ONC	1.00	Toowoomba

<b>Academic group:</b>	FOBUS
<b>Academic org:</b>	FOB004
<b>Student contribution band:</b>	3A
<b>ASCED code:</b>	080599

### STAFFING

Examiner: Karen Miller  
Moderator: Michael Gardiner

### REQUISITES

Pre-requisite: MKT1001 Co-requisite: STA2300

### OTHER REQUISITES

Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/ict/students/standards/default.htm>.

### RATIONALE

In order to provide superior value and satisfaction for customers, business managers need quality information for decision making. Increasingly, managers are viewing information not just as an input for making better decisions, but also as an important strategic asset and tool. Market research plays an important function in providing relevant secondary and primary information to facilitate decision making.

### SYNOPSIS

An understanding of the research process is important in making business decisions. In this course you will gain the knowledge and skills needed to collect and transform data into information to facilitate decision making. This course takes a practical approach to studying the research process and using SPSS. The course provides a basic introduction to the research process, including problem definition, setting research objectives, research design, data collection, data analysis and interpretation of results, research report presentation and research ethics.

## OBJECTIVES

The course objectives define the student learning outcomes for a course. The assessment item/s that may be used to assess student achievement of an objective is/are shown in parentheses after each objective. On successful completion of this course, students should be able to:

1. understand the business research process and the value of business research as a management tool (CMA Test 1, Examination)
2. design and justify a research brief and proposal for a particular business situation (Assignment)
3. identify, explain and critically evaluate a range of qualitative research methods appropriate for a particular business situation (CMA Test 1, Examination)
4. identify, explain and critically evaluate a range of quantitative research methods appropriate for a particular business situation (CMA Test 1)
5. identify and justify appropriate levels of measurement in conjunction with specific response scales (CMA Test 2, Examination)
6. understand and evaluate research designs and explain the influence of reliability validity and error on a research study (CMA Test 2)
7. recommend and justify a 'sample' design for a particular market research situation (CMA Test 2)
8. use SPSS to analyse data and then interpret results for specific research objectives and hypotheses within the bounds of the course (CMA Test 2, Examination)
9. understand the implications of ethical, privacy and business best practice issues when conducting research for all parties - respondent, client and researcher (CMA Test 2)
10. demonstrate effective communication skills through the preparation of a research proposal (Assignment, Examination).

## TOPICS

	Description	Weighting (%)
1.	Research philosophy and process	10.00
2.	Research design and implementation	30.00
3.	Qualitative research	20.00
4.	Quantitative research	30.00
5.	Ethics, privacy and business best practice	10.00

## TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

SPSS Version 15.0 for Windows

MKT3001 study package available from the USQ Bookshop.

Aaker, DA, Kumar, V, Day, GS, Lawley, M & Stewart, D 2007, *Marketing research*, John Wiley & Sons, Milton, Queensland.

(the second Pacific rim edition)

Summers, J & Smith, B 2006, *Communication skills handbook: how to succeed in written and oral communication*, 2nd edn, John Wiley & Sons, Milton, Queensland.

## REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Burns, AC & Bush, RF 2005, *Marketing research: online research applications*, 4th edn, Prentice Hall, Upper Saddle River, New Jersey.

(updated edition)

Coakes, SJ & Steed, LG 2007, *SPSS: analysis without anguish: version 14.0 for Windows*, John Wiley & Sons, Milton, Queensland.

Frazer, L & Lawley, M 2001, *Questionnaire design and administration: a practical guide*, John Wiley & Sons, Brisbane, Queensland.

Jennings, G 2001, *Tourism research*, John Wiley & Sons, Milton, Queensland.

Lowe, B, Winzar, H & Ward, S 2007, *Essentials of SPSS for Windows Versions of 14 and 15: a business approach*, Thomson, Sydney, New South Wales.

Malhotra, NK 2007, *Marketing research: an applied orientation*, 5th edn, Pearson/Prentice Hall, Upper Saddle River, New Jersey.

Manning, M & Munro, D 2007, *The survey researcher's SPSS cookbook*, 2nd edn, Pearson Education, Sydney, New South Wales.

Parasuraman, A, Grewal, D & Krishnan, R 2007, *Marketing research*, 2nd edn, Houghton Mifflin, Boston, New York.

Zikmund, WG, Ward, S, Lowe, B & Winzar, H 2007, *Marketing research*, Thomson, Sydney, New South Wales.

(Asia Pacific edition)

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessments	55.00
Directed Study	44.00
Private Study	66.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
ASSIGNMENT	100.00	20.00	05 Apr 2009
CMA TEST 1	100.00	15.00	04 May 2009
CMA TEST 2	100.00	15.00	01 Jun 2009
2 HOUR EXAMINATION	100.00	50.00	END S1 (see note 1)

### NOTES

1. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised.

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:  
To satisfactorily complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)
- 3 Penalties for late submission of required work:  
If students submit assignments after the due date without prior approval of the examiner, then a penalty of 5% of the total marks gained by the student for the assignment may apply for each working day late up to ten working days at which time a mark of zero may be recorded.
- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of receiving a passing grade a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
- 6 Examination information:  
This is a restricted examination. Candidates are allowed access to specific materials during the examination. The only materials that candidates may use in the examination for this course are (i) Writing materials: non-electronic and free from material which could give the student an unfair advantage in the examination; (ii) Translation dictionaries: with the Examiner's approval, candidates may, take an appropriate non-electronic translation dictionary into the examination. This will be subject to perusal and, if it is found to contain annotations or markings that could give the candidate an unfair advantage, it may be

removed from the candidate's possession until the appropriate disciplinary action is completed.

- 7 Examination period when Deferred/Supplementary examinations will be held:  
Any Deferred or Supplementary examinations for this course will be held during the next examination period.
- 8 University Regulations:  
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Student Academic Misconduct for further information and to avoid actions which might contravene university regulations. These regulations can be found at <http://www.usq.edu.au/corporateservices/calendar/part5.htm>. Students should also read the Faculty of Business Policies and Procedures which can be found at <http://www.usq.edu.au/business/aboutfob.htm>.

## ASSESSMENT NOTES

- 1 Assignments: (i) The due date for an assignment is the date by which a student must submit the assignment to the USQ. (ii) Students must retain a copy of each item submitted for assessment. This must be produced within 24 hours if required by the examiner. (iii) The examiner may grant an extension of the due date of an assignment in extenuating circumstances. Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The examiner shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the community as appropriate) accompanying an application for extension and decide on the outcome. Length of extensions: Up to one week's extension (five working days) may be granted if a signed statement with supporting documentation is sent with the assignment, proving that an unforeseen and uncontrollable circumstance caused the delay, for example unusual and unpredictable work or family commitments. If the signed statement and supporting documentation does not show that unforeseen and uncontrollable circumstances were present for the days claimed, then the normal reduction in marks for a late assignment of 5% per working day will apply. Extensions beyond one week are not allowed unless express permission is obtained from the examiner. Extensions beyond one week are only granted in extreme circumstance because model answers may be distributed after this time. If you are likely to require an extension for a longer period than one week, you must contact the examiner for advice. In most cases, you will be required to complete an alternative make-up assignment. However, make-up assignments are only granted if you have passed all other pieces of assessment for the course. Medical extensions: In the case of an application for extension for medical reasons, the documentation should include a statement from a doctor stating: the date the medical condition began or changed; how the condition affected the student's ability to study; when it became apparent that the student could not submit the assignment. As a rule, you will be granted an extension for the number of working days covered on a medical certificate. In the case of a medical extension, you do not need to contact the examiner unless you require an extension of longer than one week. Extensions for family/personal reasons: In the case of an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the community stating: the date the student's personal circumstances began or changed; how the circumstances affected the student's ability to complete the assignment; when it became apparent that the student could not complete the assignment. In the case of an extension for family/personal reasons you must contact the examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. Extensions for employment-related

- reasons: In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student's employer stating: the date the student's employment began or the conditions of employment changed; how this prevents the student from completing the assignment. In the case of an extension for employment-related reasons you must contact the examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. (iv) The examiner will normally only accept assessments that have been written, typed or printed on paper-based media. (v) The examiner will not accept submission of assignments by facsimile.
- 2 Course weightings: Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in the assignments.
  - 3 Word count on assignments: Students must put the 'word count' for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references or appendices. To grade an assignment a marker does not need to read more words than the word limit of the assignment.
  - 4 Referencing in assignments: Harvard (AGPS) is the referencing system required in this course. Students should use Harvard (AGPS) style in their assignments to format details of the information sources they have cited in their work. The USQ library provides advice on how to format information sources using this system. Details can be found at [http://www.usq.edu.au/library/help/ehelp/ref\\_guides/harvard.htm](http://www.usq.edu.au/library/help/ehelp/ref_guides/harvard.htm) and [http://www.usq.edu.au/library/help/ehelp/ref\\_guides/harvardonline.htm](http://www.usq.edu.au/library/help/ehelp/ref_guides/harvardonline.htm).
  - 5 Deferred work: Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment at the scheduled time may apply to defer an assessment in a course. Such a request must be accompanied by appropriate supporting documentation. A grade of IDM (Incomplete Deferred Make-up) may be awarded.

## **OTHER REQUIREMENTS**

- 1 Computer, e-mail and Internet access: Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/ict/students/standards/default.htm>.
-