

# BUSM 4001 BUSINESS ANALYSIS SEMINARS

**Credit Points** 10

**Legacy Code** 200896

**Coordinator** Aila Khan ([https://directory.westernsydney.edu.au/search/name/Aila Khan/](https://directory.westernsydney.edu.au/search/name/Aila%20Khan/))

**Description** This unit introduces students to exemplary research in selected contemporary issues in business practice and policy. Presented through a series of seminars by leading business academics, selected issues will be examined in terms of the competing definitions of the problem, the methods of analysis to be used to address the problem, components of the problems and relationships to other contemporary issues. As business research is inherently inter-disciplinary and involves multiple stakeholders, relevant and competing theoretical perspectives explaining selected issues will be examined. Different methods of investigation and analysis of issues will be evaluated.

**School** Business

**Discipline** Business and Management, Not Elsewhere Classified.

**Student Contribution Band** HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 4 subject

**Restrictions** Students must be enrolled in program 8083 Bachelor of Research Studies/Master of Research.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Synthesise and critically evaluate contemporary business theories and practices
2. Demonstrate an advanced understanding of a range of theoretical approaches in business
3. Describe the inter-disciplinary nature of business research
4. Describe in detail and apply a minimum of two advanced quantitative analysis techniques
5. Communicate advanced knowledge of a research program to a general audience
6. Identify differing stakeholder groups and outline their engagement with contemporary business research
7. Critique academic debates in specific business research areas, outlining the different methods of investigation employed

## Subject Content

This subject draws upon the varied discipline expertise of leading School of Business academics to present candidates with an overview of a variety of methods and methodologies employed in business research. Using contemporary research projects as case studies in research practice, candidates will first be introduced to the context in which the research is undertaken. This will be followed by an introduction to the theoretical framework the research is approached from and how this determined the data collection, analysis and interpretation that was undertaken. Methods of analysis that will be featured in this seminar series will include ANOVA, common factor analysis; correlation analysis; forecasting; linear, nonlinear and multiple

regression; logit analysis; principal components analysis; structured equation modelling; time series analysis among others.

## 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.

| Item         | Length                     | Percent | Threshold | Individual/Group Task |
|--------------|----------------------------|---------|-----------|-----------------------|
| Presentation | 3 minutes, 1 PPT slide     | 20      | N         | Individual            |
| Essay        | 2000 words equivalent      | 50      | N         | Individual            |
| Report       | 4 x 500 words (2000 words) | 30      | N         | Individual            |

Prescribed Texts

- There is no set text for this subject ? a list of readings relating to the presented seminars will be presented on vUWS

Teaching Periods

## 1st Half

**Parramatta City - Macquarie St**

**Day**

**Subject Contact** Aila Khan ([https://directory.westernsydney.edu.au/search/name/Aila Khan/](https://directory.westernsydney.edu.au/search/name/Aila%20Khan/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM4001\\_22-1H\\_PC\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM4001_22-1H_PC_D#subjects))