

BUSM 3078 BUSINESS REPORT

Credit Points 20

Legacy Code 201043

Coordinator Dorothea Bowyer ([https://directory.westernsydney.edu.au/search/name/Dorothea Bowyer/](https://directory.westernsydney.edu.au/search/name/Dorothea%20Bowyer/))

Description This unit is designed to bring to life the knowledge gained during the students' study whilst applying it practically to diverse business contexts through a work integrated learning research project. The project will build on the comprehensive, coherent and connected knowledge gained in business specialisations to allow the student to explore and develop attributes required to be successful in contributing to outcomes in a business environment. Students will have an opportunity to work under the supervision of an academic on a research project. Assessment of the unit will include a formal research presentation to academics and/or industry. Entry to this unit is on a competitive basis. Contact the unit coordinator for details.

School Business

Student Contribution Band HECS Band 4 20cp

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

Level Undergraduate Level 3 subject

Restrictions Students must have permission from the subject Coordinator and must have completed a minimum of 160 credit points (or equivalent) prior to undertaking this subject and must have 20 credit points of subjects available, within program allowances, to take this subject. The availability of supervision of projects, a student's ability to meet any special, safety, or identified persons requirements of a project site, the student's academic record and any record of misconduct, will also be considered.

Learning Outcomes

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

1. Plan, organise and manage a business-related research project to completion;
2. Identify and use research literature relevant to a specific business issue or project;
3. Select and employ appropriate data collection methods;
4. Synthesise theoretical knowledge and context specific information in relation to a specific business issue or project;
5. Produce an analytical report including recommendations;
6. Present in a formal environment to peers and academics.

Subject Content

Planning and organisational skills
 Time management
 Project management
 Business research
 Report writing
 Presentation skills
 Data collection including field research

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
Interview - Research Project Pitch	25 Minutes	20	N	Individual
Report - Research Report	6,000 words	50	N	Individual
Presentation - Research Presentation	25 minutes	30	N	Individual
Participation	Throughout semester- workshops (as timetabled for the unit) and meetings with supervisor and project hosts as required (scope of meetings to be set early in session)	S/U	Y	Individual

Prescribed Texts

- Schindler, P., 2019. Business Research Methods (13th ed.), Mcgraw-Hill,

Teaching Periods