

BUSM 7125 APPLIED BUSINESS RESEARCH PROJECT II

- Producing a thesis as the main output of the research study - independent study

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Description Applied Business Research Project II is the final capstone subject in the MBA Advanced Business Research Major. It will be preceded by Applied Business Research Project I. The subject will enable students to apply the business research knowledge and skills they have learned in the Advanced Business Research major and receive direct experience in practice-oriented research. They will continue their business research project under the supervision of an academic researcher. Students will produce a thesis as the product of their research, demonstrating their insights into the application of research in business contexts.

School Business

Discipline Business Management

Student Contribution Band

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

Level Postgraduate Coursework Level 7 subject

Pre-requisite(s) BUSM 7124

Restrictions

This subject is not available for self-select enrolment. In-take will be by expression of interest only (by application to the Associate Dean Graduate Studies) to ensure students have passed the pre-requisites with at least an average credit level performance.

Learning Outcomes

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

1. Apply conceptual and practitioner skills to identify a suitable area of inquiry.
2. Demonstrate comprehensive knowledge and application of research method skills relevant to the area of inquiry.
3. Accurately report results derived from the data analysis.
4. Critically discuss the results and draw conclusions from the findings
5. Identify and assess the potential impacts of the findings on practice relevant to business contexts.
6. Produce a coherently written business research thesis.

Subject Content

Continuing from Applied Business Research Project I,

- Ethics clearance (if applicable) - independent study
- Data collection from appropriate sources relevant to the area of inquiry - independent study
- Data analysis using appropriate research methodology - independent study
- Results reporting and interpretation based on a critical literature review - independent study