BMA401/BFA410/BFA710

INTRODUCTION TO HONOURS RESEARCH IN ACCOUNTING AND BUSINESS MANAGEMENT

12.50 Credit points

Semester 1, 2019

Unit Outline

Alison Dunn
CONTACT DETAILS

Unit coordinator

Unit coordinator: Alison Dunn
Campus: Hobart
Email: Alison.Dunn@utas.edu.au
Phone: 6226 1914
Room location and number: 315 Centenary Building
Consultation hours: By Appointment
# CONTENTS

## WHAT IS THE UNIT ABOUT?  
- **Unit Description**  
- **Intended Learning Outcomes**  
- **Graduate Quality Statement**  
- **Alterations to the Unit as a Result of Student Feedback**  
- **Prior Knowledge &/or Skills**

## HOW WILL I BE ASSESSED?  
- **Assessment Schedule**  
- **Assessment Details**  
- **How Your Final Result is Determined**  
- **Submission of Assignments**  
- **Academic Referencing**  
- **Academic Misconduct**

## WHAT LEARNING OPPORTUNITIES ARE THERE?  
- **MyLO**  
- **Resources**  
- **Activities**  
- **Communication**  
- **Concerns and Complaints**  
- **Further Information and Assistance**  
- **Unit Schedule**

## ACCREDITATION  
- **AACSB Accreditation**
WHAT IS THE UNIT ABOUT?

Unit description

Students in this unit will explore advanced issues connected with the research process in Accounting and Business Management. Students will be equipped with a sound knowledge of a systematic and ethical approach to research. The unit will encourage critical understanding of qualitative and quantitative traditions and approaches in research and examine the research process from design to the reporting of findings. During the unit, students will develop their draft research proposals, plan their literature reviews, consider their data collection methods and prepare to apply for ethics approval for their dissertation research.

Intended Learning Outcomes

On completion of this unit, you will be able to:

1. Outline a research problem, critically evaluate literature and develop a research opportunity.
2. Identify and explain the key concepts, processes, and considerations in research design. (1)
3. Recognise and plan to mitigate ethical considerations in research design and practice.
4. Communicate initial research ideas in both oral and written forms.
Graduate Quality Statement

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

Alterations to the unit as a result of student feedback

In 2018 students appreciated the ability to work on assignments that advanced their Honours projects. These assignments will be retained in 2019.

Prior knowledge &/or skills

Completion of BBus, BBA, or equivalent, and approved entry into the BBus Honours program.
HOW WILL I BE ASSESSED?

Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assessment Task 1:</strong> Initial Research Proposal Presentation</td>
<td>Friday February 22nd In class</td>
<td>20%</td>
<td>LO1, LO4</td>
</tr>
<tr>
<td><strong>Assessment Task 2:</strong> Research Design &amp; Ethics plan</td>
<td>Friday April 12th by 2pm</td>
<td>20%</td>
<td>LO2, LO3</td>
</tr>
<tr>
<td><strong>Assessment Task 3:</strong> Research Proposal</td>
<td>Friday, May 31st by 2pm</td>
<td>60%</td>
<td>LO1, LO2, LO3, LO4</td>
</tr>
</tbody>
</table>

Assessment details

**Assessment task 1: Initial Research Proposal Presentation**

Task description: In class, students will present their initial ideas to their peers in a ten minute presentation. This is an opportunity to present and receive feedback on initial ideas about your research problem.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>Explain the research problem and its significance.</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Develop the problem into a research opportunity by evaluating relevant literature.</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Communicate research ideas clearly in an oral format.</td>
</tr>
</tbody>
</table>

Task length: 10 minutes.

Due by date: Friday of the Intensive Week (Jan 22, 2019)

**Assessment task 2: Research Design & Ethics Plan**

Task description: The aim of this assessment is to require students to consider the research design of their Honours project and identify ethical issues they may encounter with their planned research design.
### Assessment task 3: Research Proposal

**Task description**

This assignment is based on a written research proposal for your research project. This should be developed in association with your supervisor. The purpose of this proposal is:

1. to establish the nature of your research area of interest, the work you intend to undertake, and the rationale for this;
2. to provide you and your supervisor with direction and focus for your literature review and subsequent data collection.

The proposal should be fully referenced, and should include an outline of:

1. the general nature and aims of your intended work, and the relationship of this work to the disciplinary area, and body of literature of interest to you;
2. your anticipated research question(s);
3. your chosen research design by which you intend to answer the question(s); and
4. anticipated ethical issues and plans for their resolution.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>Explain the research problem you propose to address.</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Evaluate the literature to outline your research opportunity and explain you research question(s).</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Identify and justify your research design.</td>
</tr>
<tr>
<td>Criterion 4</td>
<td>Illustrate your potential contribution to the body of literature your proposal evaluated.</td>
</tr>
</tbody>
</table>
Criterion 5  | Communicate your research effectively in a written format.  | LO4
---|---|---
Task length  | 3000 words (maximum).  |  
| NB: Your word limit includes everything in your assignment except for the list of references.  |  
Due by date  | Friday, May 31st at 2pm.  |  

**How your final result is determined**

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.

- PP (pass) at least 50% of the overall mark but less than 60%
- CR (credit) at least 60% of the overall mark but less than 70%
- DN (distinction) at least 70% of the overall mark but less than 80%
- HD (high distinction) at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.

**Submission of assignments**

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor's name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.
Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.

Requests for extensions

In this Policy:

1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
(b) ‘late’ means after the due date and time; and
(c) ‘assessment items’ includes all internal non-examination based forms of assessment

2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.

3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.

4. Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be made in writing to the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.

Penalties

Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late will not be accepted.

Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.

Review of results and appeals

Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed. Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. When applying for a review, you must pay a $50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

Please read and follow the directions provided by the University at:
Academic referencing

Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the Harvard Referencing System Style Guide, which can be accessed from the UTAS library: http://utas.libguides.com/content.php?pid=27520&sid=199808. The Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The second is the Tasmanian School of Business and Economics’ Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit.
Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.

**Plagiarism**

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student’s work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the [Academic Honesty site on MyLO](https://www.mylotalk.com) of assistance.

The intentional copying of someone else’s work as one’s own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author’s permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the [Plagiarism and Academic Integrity](https://www.tasmania.edu.au) page on the University web site or the [Academic Honesty site on MyLO](https://www.mylotalk.com).

**Academic misconduct**

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in [Ordinance 9: Student Discipline](https://www.tasmania.edu.au) – Part 3 Academic Misconduct.
WHAT LEARNING OPPORTUNITIES ARE THERE?

MyLO

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

Getting help with MyLO

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the Getting Started in MyLO unit. For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the MyLO Student Support page on the University website. If something is not working as it should, contact the Service Desk (Service.Desk@utas.edu.au, phone 6226 1818), or Request IT Help Online.

Resources

Required readings

There is no prescribed text, but there is a list of essential readings that will be available on MyLO. Over and above the essential readings you are also expected to supplement available readings by seeking additional relevant resources to enhance your knowledge and the quality of your assignments.

Recommended readings

Aaker, D, Kumar, V, Leone, R & Day, G 2016, Marketing research, 12th edn, John Wiley & sons, Hoboken, NJ.


Jennings, G 2010, Tourism research, Wiley & Sons, Milton, Qld.

Hall, CM 2011, Fieldwork in tourism: methods, issues and reflections, Routledge, New York

Malhorta, K 2015, Essentials of marketing research: a hands-on orientation, Pearson Education.

Neuman, WL 2011, Social research methods: qualitative and quantitative approaches, 7th edn, Allyn and Bacon, Boston.


Smith, M 2003, Research methods in accounting, Sage, London (Electronic Source)

Yin, R 2014, Case study research, 5th edn, Sage, Thousand Oaks.

**Reading Lists**

Reading Lists provide direct access to all material on unit reading lists in one place. This includes eReadings and items in Reserve. You can access the Reading List for this unit from the link in MyLO, or by going to the Reading Lists page on the University Library website.

**Other Required Resources**

In addition to the texts recommended above, you are also expected to be familiar with the key academic journals in your discipline from which useful insights may be derived.

In particular, you are encouraged to review regularly the relevant papers that are published in:

- Academy of Management Journal
- Academy of Management Review
• Accounting and Business Research
• Accounting and Finance
• Accounting, Auditing and Accountability Journal
• Accounting Organisations and Society
• Annals of Tourism Research
• Asia Pacific Journal of Management
• Australian Accounting Review
• Contemporary Accounting Research
• Current Issues in Tourism
• Entrepreneurship Theory and Practice
• European Journal of Marketing
• Human Resource Management
• Human Resource Management Journal
• Human Resource Management Review
• International Journal of Human Resource Management
• Industrial Marketing Management
• International Journal of Consumer Studies
• International Journal of Research in Marketing
• Journal of Sustainable Tourism
• Small Business Economics: An entrepreneurship journal
• Tourism Management

Activities

Learning expectations

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.
Details of teaching arrangements

*Lecture/Workshop Mode*

This unit will be delivered in intensive mode in Orientation Week of Semester One, (week beginning 18/2/19). Classes will take the form of workshops and will use a range of guest speakers from the range of specialist areas in the TSBE.

*Specific attendance/performance requirements*

This intensive unit is designed to kick-start your BBus Honours year. It is vital that you attend each session and engage with the learning activities to ensure your Honours program gains the best possible foundation.

*Teaching and learning strategies*

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University’s Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

These are some of the expectations we have of you as a student enrolled in this unit:

Although to fully participate in this unit you will need to attend the lectures and tutorials, the bulk of your learning will take place when you interact with fellow students and especially when you READ and evaluate literature relevant to the unit. We will take a broad view of what is literature in the unit, and I expect that you will read widely, work independently and take advice from your supervisor to complete the assignments in this unit.

*Work Health and Safety (WHS)*

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University’s Work Health and Safety website and policy.

Communication

**TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT**

Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement button (towards the top of the MyLO screen) at any time.
WHEN YOU HAVE A QUESTION

Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.

WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK

If you have a personal question related to your studies or your grades, please contact teaching staff by email.

For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit’s MyLO site. This way, other students can also benefit from the answers.

A NOTE ABOUT EMAIL CORRESPONDENCE

You are expected to check your UTAS email (WebMail) on a regular basis – at least three times per week. To access your WebMail account, login using your UTAS username and password at https://webmail.utas.edu.au/.

You are strongly advised not to forward your UTAS emails to an external email service (such as gmail or Hotmail). In the past, there have been significant issues where this has occurred, resulting in UTAS being blacklisted by these email providers for a period of up to one month. To keep informed, please use your UTAS email as often as possible.

We receive a lot of emails. Be realistic about how long it might take for us to respond.

Concerns and complaints

The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear of disadvantage. If you have a concern, information about who to contact for assistance is available on the [How to resolve a student complaint](https://www.utas.edu.au/student-life/tafsa/how-to-resolve-a-student-complaint) page.
Further information and assistance

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, and more which can be found on the Student Support and Development page of the University website.

Should you require assistance in accessing the Library, visit their website for more information.
<table>
<thead>
<tr>
<th>DAY</th>
<th>DATE</th>
<th>BEGINNING</th>
<th>TOPIC/ FOCUS AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Monday February 18th</td>
<td>Introduction to BBus Honours in the TSBE; Class Introductions and discussion of expectations; Assignment One introduction; BBus Honours Welcome Morning Tea with TSBE staff; Getting started in Honours Research.</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Tuesday February 19th</td>
<td>Literature searches and critical reviews: identifying gaps and opportunities; Deconstructing Honours Dissertations: finding the link between literature and method.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Wednesday February 20th</td>
<td>Operationalising your research; Approaches to research – qualitative, Dr Megan Woods; Approaches to research – quantitative, Professor Martin Grimmer; Approaches to research – content analysis, Dr Mark Wickham.</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Thursday February 21st</td>
<td>Research Integrity and Ethics Applications; Assignment One progress; Communicating your findings (launch of BMA402); Making your findings count, knowledge transfer and impact Dr Mark Wickham and Dr Anne Hardy.</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Friday February 22nd</td>
<td>Research Proposal Finalisation; Research Proposal Presentations (Assignment One) Centenary Rm 405.</td>
<td></td>
</tr>
</tbody>
</table>
ACCREDITATION

AACSB Accreditation

The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click here.