Tasmanian School of Business & Economics (TSBE) (School)

College of Business and Economics (College)

BMA403/BFA406

SPECIAL TOPICS IN ACCOUNTING AND BUSINESS MANAGEMENT

12.50 Credit points

Semester 1, 2019

Unit Outline

Alison Dunn
### CONTACT DETAILS

#### Unit coordinator

<table>
<thead>
<tr>
<th>Item</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>Unit coordinator:</td>
<td>Alison Dunn</td>
</tr>
<tr>
<td>Campus:</td>
<td>Hobart</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:Alison.Dunn@utas.edu.au">Alison.Dunn@utas.edu.au</a></td>
</tr>
<tr>
<td>Phone:</td>
<td>6226 1914</td>
</tr>
<tr>
<td>Room location and number:</td>
<td>315 Centenary Building</td>
</tr>
<tr>
<td>Consultation hours:</td>
<td>By appointment</td>
</tr>
</tbody>
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WHAT IS THE UNIT ABOUT?

Unit description

Surveying the literature and exploring theories relevant to your topic are as vital to high quality research as valid data collection and analysis skills. In this unit we will focus on critical approaches to building your understanding of what is already known about your topic area to ensure you make informed choices when you develop your Research Question(s) and Method. We will start the unit by critically examining the role of the literature review then senior discipline staff will discuss key theoretical trends in their discipline areas within the TSBE.

Intended Learning Outcomes

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

1. Explain the significance of theory in academic research.
2. Critically review the functions of an Honours dissertation in Accounting and Business Management.
3. Demonstrate application of the academic skills of analysis and interpretation in evaluating the literature pertinent to your research topic.
4. Justify research question(s) based on the literature reviewed.
5. Communicate complex 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></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Critical essay</td>
<td>Friday, April 12th</td>
<td>40%</td>
<td>1, 2, 5</td>
</tr>
<tr>
<td></td>
<td>by 2pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Assessment Task 2:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Literature Review</td>
<td>Friday of 31st May</td>
<td>60%</td>
<td>1, 3, 4, 5</td>
</tr>
<tr>
<td></td>
<td>by 2pm</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Assessment details

**Assessment Task 1: Critical Essay**

**Task description:** Write a critical analysis of the key functions of a Honours research dissertation paying particular attention to an evaluation of the role of theory in academic research in your discipline area.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>Identify the importance of theory to academic research in your topic area.</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Outline components of a research Honours dissertation.</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Evaluate the significance of each function to the overall dissertation.</td>
</tr>
<tr>
<td>Criterion 4</td>
<td>Communicate complex research ideas in a written format.</td>
</tr>
</tbody>
</table>

**Task length:** 1500 words maximum.

**Due by date:** Friday, April 12th by 2pm.
Assessment Task 2: Literature review

<table>
<thead>
<tr>
<th>Task description</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select fifteen articles relevant to your Honours research project, identify the main ideas and arguments of the articles and write a review of the literature contained in the articles which analyses and synthesises the main arguments. Finish your review by outlining your research opportunity or problem and include a draft version of your research question(s).</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Criterion</th>
<th>LO1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>Identify the importance of theory to academic research in your topic area.</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Critically analyse literature pertinent to a research topic to identify a gap in the literature.</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Justify a research opportunity and research question(s).</td>
</tr>
<tr>
<td>Criterion 4</td>
<td>Communicate complex research ideas in a written format.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Task length</th>
<th>3000 words maximum.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Due by date</td>
<td>Friday, May 31st at 2pm.</td>
</tr>
</tbody>
</table>

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](http://www.utas.edu.au/__data/assets/pdf_file/0018/314622/Review-of-Assessment.pdf) 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 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 page on the University web site or the Academic Honesty site on MyLO.

**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 – 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 your assignments. Contemporary analysis of theory is best represented to top journals some key ones are listed here.

Recommended readings


Australian Government, 2013, Big Data: Issues Paper, Canberra


Feak, C, & Swales, J, 2009, Telling a Research Story: Writing your literature review, University of Michigan Press

Fink, A, 2014, Conducting Research Literature Reviews: From the Internet to Paper, Sage

Machi, L & McEvoy, B., 2016, The Literature Review: Six steps to Success, Corwin


**There are also a broad range of internet sources available on Literature Reviews**

**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 Recommended Resources/Software**

In addition to the texts/software recommended above, you are also expected to be familiar with the key academic journals in the 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
• 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
• Small Business Economics: An entrepreneurship journal
• Tourism Management
• Journal of Sustainable Tourism

Further Reading: See also www.creativeclass.org

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

This unit will commence in week one of semester one, 2019. We will start by critically examining the role of the literature review in research and particularly in the Honours dissertation process. Every fortnight from then, senior discipline staff will discuss key theoretical trends in their discipline areas within the TSBE.

Specific attendance/performance requirements

N/A

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.

During the first four weeks of this semester, your participation and engagement in this unit will be monitored. If you do not demonstrate evidence of having engaged actively with this unit by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.

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

In order to achieve the learning outcomes in this unit it has been designed around a thirteen (13) week study schedule containing three (3) modules, with face-to-face classes commencing the week of Monday, 26 February. The University's MyLO (My Learning Online) system will be used as the central platform for posting and accessing resources and learning material. The assessment of the learning outcomes will take place via three pieces of assessment: online module activities (3 sets), an individual case study, and a final examination.

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.
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’ 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.
## Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date Beginning</th>
<th>Topic</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Friday, March 1st</td>
<td>Unit introduction</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Friday, March 15th</td>
<td>Contemporary theories in Management</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Friday, March 29th</td>
<td>Contemporary theories in Marketing</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Friday, April 12th</td>
<td>Contemporary theories in Accounting</td>
<td>Assignment One Due</td>
</tr>
<tr>
<td>5</td>
<td>Friday, April 26th</td>
<td>Contemporary theories in Tourism</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Friday, May 10th</td>
<td>Contemporary theories in Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Friday, May 24th</td>
<td>Contemporary theories in HRM</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Friday, May 31st</td>
<td>Research Proposal Presentations (Unit BMA402)</td>
<td>Assignment Two Due</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>Details of workshop questions, activities and readings will be uploaded to MyLO.</td>
<td></td>
</tr>
</tbody>
</table>

**NO EXAM**
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.