



UNSW

UNSW Course Outline

COMM8101 Statistical Methods for Business Research - 2024

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General Course Information

Course Code : COMM8101

Year : 2024

Term : Term 2

Teaching Period : T2

Is a multi-term course? : No

Faculty : UNSW Business School

Academic Unit : School of Accounting, Auditing and Taxation

Delivery Mode : In Person

Delivery Format : Standard

Delivery Location : Kensington

Campus : Sydney

Study Level : Postgraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

This course covers the foundations of statistical methods for business research and builds on COMM8100 Foundations of Business Research, offered in the first Term. Students will complete topics in quantitative research methods such as experimental design and analysis, survey design

and analysis, linear and multiple regressions, mediators and moderator, and conditional mediation.

Course Aims

The course is designed for students enrolled in Master of Pre-Doctoral Business Studies (MPDBS) as well as for students in Doctor of Philosophy (PhD). The course introduces various data analysis techniques required to design research projects and conduct the necessary data analysis. These skills are an integral part of research methodology in a project and/or thesis and precede the development of surveys and experimental tasks.

Relationship to Other Courses

Prerequisite Course: COMM8100 Foundations of Business Research

Excluded Course: COMM8102 Econometric Analysis

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Recognise distinct nature of various research approaches and methodologies and apply them to examine a research problem.	<ul style="list-style-type: none"> PLO1 : Research Excellence PLO2 : Academic Excellence
CLO2 : Identify problems, develop, and justify research questions, and discuss ethical aspects of research proposals.	<ul style="list-style-type: none"> PLO1 : Research Excellence PLO2 : Academic Excellence PLO4 : Global Impact
CLO3 : Critically analyse and review research papers and assess their strengths and weaknesses.	<ul style="list-style-type: none"> PLO1 : Research Excellence PLO2 : Academic Excellence PLO4 : Global Impact PLO5 : Social Engagement
CLO4 : Present a well-argued and logically structured research questions.	<ul style="list-style-type: none"> PLO1 : Research Excellence PLO2 : Academic Excellence PLO3 : Leadership PLO5 : Social Engagement
CLO5 : Write well-articulated and logically structured academic texts.	<ul style="list-style-type: none"> PLO2 : Academic Excellence PLO3 : Leadership PLO4 : Global Impact PLO5 : Social Engagement

Course Learning Outcomes	Assessment Item
CLO1 : Recognise distinct nature of various research approaches and methodologies and apply them to examine a research problem.	<ul style="list-style-type: none"> Assessment 1: Computer Exercise Assessment 2: In-class Test Assessment 3: Take-home Test Assessment 4: Research Assignment
CLO2 : Identify problems, develop, and justify research questions, and discuss ethical aspects of research proposals.	<ul style="list-style-type: none"> Assessment 2: In-class Test Assessment 4: Research Assignment
CLO3 : Critically analyse and review research papers and assess their strengths and weaknesses.	<ul style="list-style-type: none"> Assessment 4: Research Assignment
CLO4 : Present a well-argued and logically structured research questions.	<ul style="list-style-type: none"> Assessment 4: Research Assignment
CLO5 : Write well-articulated and logically structured academic texts.	<ul style="list-style-type: none"> Assessment 1: Computer Exercise Assessment 3: Take-home Test Assessment 4: Research Assignment

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

This course is constructed to challenge and encourage you to develop independent thinking. A student-centred and process-based approach is taken in this course. All aspects of this course are designed to support your learning. By instructing you in the tools of analysis, reviewing how these tools are applied in academic research, providing repeated opportunities for you to practice these skills to solidify your understanding, you will then have the confidence to apply this learning and skills to your own research.

To obtain full benefits from this course, you must be willing to extend yourself beyond your comfort zone.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Assessment 1: Computer Exercise Assessment Format: Individual	20%	Start Date: See Moodle Due Date: 20/06/2024 04:00 PM	<ul style="list-style-type: none">• PLO1 : Research Excellence• PLO2 : Academic Excellence• PLO3 : Leadership• PLO4 : Global Impact• PLO5 : Social Engagement
Assessment 2: In-class Test Assessment Format: Individual	30%	Start Date: 27/06/2024 11:00 AM Due Date: 27/06/2024 01:00 PM	<ul style="list-style-type: none">• PLO1 : Research Excellence• PLO2 : Academic Excellence
Assessment 3: Take-home Test Assessment Format: Individual	20%	Start Date: 18/07/2024 04:00 PM Due Date: 20/07/2024 11:59 PM	<ul style="list-style-type: none">• PLO1 : Research Excellence• PLO2 : Academic Excellence• PLO3 : Leadership
Assessment 4: Research Assignment Assessment Format: Individual	30%	Start Date: See Moodle Due Date: 16/08/2023 11:59 PM	<ul style="list-style-type: none">• PLO1 : Research Excellence• PLO2 : Academic Excellence• PLO3 : Leadership• PLO4 : Global Impact• PLO5 : Social Engagement

Assessment Details

Assessment 1: Computer Exercise

Assessment Overview

This task requires students to develop an understanding of how to apply statistical techniques using the SPSS software and how to clearly communicate the results. It covers the topics on

experimental research methods discussed in the first four weeks.

Assesses HDR: PLO1, PLO2, PLO3, PLO4, PLO5

Course Learning Outcomes

- CLO1 : Recognise distinct nature of various research approaches and methodologies and apply them to examine a research problem.
- CLO5 : Write well-articulated and logically structured academic texts.

Detailed Assessment Description

This assessment component will be based on the material covered in the first 4 weeks. More details will be provided during the Term by Professor Amirali Minbashian.

Assessment Length

See Moodle

Assessment information

Short Extensions are not available for this assessment.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Assessment 2: In-class Test

Assessment Overview

This task requires students to demonstrate their understanding of the theory and practice of designing, analysing, and interpreting survey and experimental business research.

Assesses HDR: PLO1, PLO2

Course Learning Outcomes

- CLO1 : Recognise distinct nature of various research approaches and methodologies and apply them to examine a research problem.
- CLO2 : Identify problems, develop, and justify research questions, and discuss ethical aspects of research proposals.

Detailed Assessment Description

This assessment component will be based on the material covered in weeks 1 to 5 and will take place during the second seminar in Week 5. More details will be provided during the Term by Professor Amirali Minbashian.

Assessment Length

See Moodle

Assessment information

Short Extensions are not available for this assessment.

Assignment submission Turnitin type

Not Applicable

Assessment 3: Take-home Test

Assessment Overview

This task requires students to demonstrate their understanding and ability of designing, analysing, and interpreting the results of regression analyses in business research.

Assesses HDR: PLO1, PLO2, PLO3

Course Learning Outcomes

- CLO1 : Recognise distinct nature of various research approaches and methodologies and apply them to examine a research problem.
- CLO5 : Write well-articulated and logically structured academic texts.

Detailed Assessment Description

This assessment component will be based on the material covered in weeks 7 and 8. More details will be provided during the Term by Dr. Linda Chang.

Assessment Length

See Moodle

Assessment information

Short Extensions are not available for this assessment.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Assessment 4: Research Assignment

Assessment Overview

This task requires students to demonstrate their understanding of and ability of applying their knowledge about business research methods and statistical analyses taught in course in a practical setting, and presenting the results in a well-articulated and logically structured

academic report.

Assesses HDR: PL01, PL02, PL03, PL04, PL05

Course Learning Outcomes

- CLO1 : Recognise distinct nature of various research approaches and methodologies and apply them to examine a research problem.
- CLO2 : Identify problems, develop, and justify research questions, and discuss ethical aspects of research proposals.
- CLO3 : Critically analyse and review research papers and assess their strengths and weaknesses.
- CLO4 : Present a well-argued and logically structured research questions.
- CLO5 : Write well-articulated and logically structured academic texts.

Detailed Assessment Description

You will be required to write a research assignment based on various topics covered in COMM8101. More details will be provided during the Term by Dr. Linda Chang.

Assessment Length

See Moodle

Assessment information

Short Extensions are not available for this assessment.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

General Assessment Information

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

You are expected to complete all assessment tasks for your courses in the School of Accounting, Auditing & Taxation. In some courses, there will be a minimum pass mark required

on the final exam due to the need to assure individual mastery of specific course learning outcomes for accounting accreditation requirements. Where applicable this is explained in the assessment information below.

Grading Basis

Standard

Requirements to pass course

In order to pass this course, you must:

- achieve a composite mark of at least 50 out of 100;
- meet any additional requirements described in the Assessment Structure section.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Seminar	Seminar 1: Introduction (Linda Chang) Seminar 2: Experimental Design & Analysis (Amirali Minbashian)
Week 2 : 3 June - 9 June	Seminar	Seminars 1 & 2: Experimental Design and Analysis (Amirali Minbashian)
Week 3 : 10 June - 16 June	Seminar	Seminars 1 & 2: Experimental Design and Analysis (Amirali Minbashian)
Week 4 : 17 June - 23 June	Seminar	Seminars 1 & 2: Scale Development and Evaluation (Amirali Minbashian)
	Assessment	Assessment 1: Computer Exercise (worth 20%; due 4pm, Thursday 20th June)
Week 5 : 24 June - 30 June	Seminar	Seminars 1 & 2: Scale Development and Evaluation (Amirali Minbashian)
	Assessment	Assessment 2: In-Class Test (worth 30%; conducted during seminar 2)
Week 7 : 8 July - 14 July	Seminar	Seminars 1 & 2: Regression Analysis I (Linda Chang)
Week 8 : 15 July - 21 July	Seminar	Seminar 1: Regression Analysis (Linda Chang) Seminar 2: Ethics in Research (Linda Chang)
	Assessment	Assessment 3: Take-home test (worth 20%; due 11:59pm, Saturday 20 July)
Week 9 : 22 July - 28 July	Seminar	Seminars 1 & 2: Moderators and Mediators (Linda Chang)
Week 10 : 29 July - 4 August	Seminar	Seminars 1 & 2: Conditional Mediation (Linda Chang)

Attendance Requirements

Please note that lecture recordings are not available for this course. Students are strongly encouraged to attend all classes and contact the Course Authority to make alternative arrangements for classes missed.

General Schedule Information

Note: for more information on the UNSW academic calendar and key dates including study period, exam, supplementary exam and result release, please visit: <https://student.unsw.edu.au/new-calendar-dates>

Course Resources

Prescribed Resources

The website for this course is on UNSW Moodle at: <https://moodle.telt.unsw.edu.au>. On this site, you will find a copy of the latest Course Outline, relevant material for each seminar including datasets, important announcements, and additional readings, if any. Copies of lecture slides will be posted on Moodle. Each individual lecturer will inform the class of their preference for provision of lecture slides.

Relevant reading materials will need to be downloaded either from Moodle or from the University Libraries. Each individual lecturer will inform the class of the required reading materials on Moodle. It is your responsibility to acquire these readings.

Recommended Resources

The University and the Business School provide a wide range of support services and resources for students, including:

Business School Learning Support Tools

Business School provides support a wide range of free resources and services to help students in-class and out-of-class, as well as online. These include:

Academic Communication Essentials – A range of academic communication workshops, modules and resources to assist you in developing your academic communication skills.

Learning consultations – Meet learning consultants who have expertise in business studies, literacy, numeracy and statistics, writing, referencing, and researching at university level.

PASS classes – Study sessions facilitated by students who have previously and successfully completed the course.

Educational Resource Access Scheme – To support the inclusion and success of students from equity groups enrolled at UNSW Sydney in first year undergraduate Business programs.

The Nucleus - Business School Student Services team

The Nucleus Student Services team provides advice and direction on all aspects of enrolment and graduation. Level 2, Main Library, Kensington 02 8936 7005 / <https://nucleus.unsw.edu.au>

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Linda Chang		Quad 3075			Yes	Yes
Lecturer	Amirali Minba shian					No	No

Other Useful Information

Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [key policies and support page](#).

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [key policies and](#)

support page. For PG Research PLOs, including MPDBS, please refer to the [UNSW HDR Learning Outcomes](#).

Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW [Current Students](#) page.

Special consideration applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW [Current](#)

[Students](#) page). Applications will not be accepted by teaching staff. The lecturer-in-charge/course coordinator will be automatically notified when your application is processed.

2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under “Special Consideration” on the [key policies and support](#) page.

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the ‘wrong’ assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be

provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be

used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.

School Contact Information

The policies regarding staff contact in the School of Accounting, Auditing and Taxation are as follows:

- All questions regarding course administration should be directed to the Lecturer-in-charge.
- The full-time staff will be available for consultation starting from Weeks 2 to 10 and STUVAC period.
- Consultation hours will be advised on the course Moodle page in a consolidated timetable.
- Students are encouraged to consult with staff during online consultation sessions.
Consultation will not be provided via email or phone.
- Consultation times during STUVAC period will likely vary to the regular consultation during Term and be posted on the course webpage later in the Term.

While emails to staff should be a rare occurrence as noted above, in instances where it is warranted, please make sure that:

- You use your UNSW email address when corresponding with the teaching staff on this course. Emails from other addresses (such as Hotmail, Gmail, Yahoo, 126, QQ, etc.) are not accepted and will not be replied to.
- You must use an appropriate communication level with staff. Emails and discussion forum posts that use short-hand and “Texting” language are not acceptable, and communication must be in English. If your email cannot be understood then staff will not reply.
- You must identify yourself by your full name, student ID and tutorial day and time.
- Please be aware that Staff will not necessarily reply to students to inform them if their emails are non-compliant.
- Full-time teaching staff only answer emails during regular working hours of Monday to Friday 9am-5pm. Tutoring staff often have other jobs and require 48 hours within regular business office hours to reply to emails.

Complaints about the assessment and other aspects of this course should be directed in the first instance to the Lecturer-in-Charge (or Course Convenor) and if still unsatisfied with the response received then you are directed to contact the School of Accounting, Auditing & Taxation

Grievance Officer, details available here: [https://www.unsw.edu.au/business/our-schools/
accounting-auditing-taxation/contact-us](https://www.unsw.edu.au/business/our-schools/accounting-auditing-taxation/contact-us)