UNSW Course Outline

COMM8103 Business Research Project Seminar - 2024

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General Course Information

Course Code : COMM8103
Year : 2024
Term : Term 3
Teaching Period : T3
Is a multi-term course? : No
Faculty : UNSW Business School
Academic Unit : UNSW Business School
Delivery Mode : In Person
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Postgraduate
Units of Credit : 6

<u>Useful Links</u>

<u>Handbook</u> <u>Class Timetable</u>

Course Details & Outcomes

Course Description

This course is designed to assist students in the writing and presentation of their research. The course considers information and policies on research integrity and ethics, how to develop research questions and conduct literature reviews, how to select and design methodologies to

conduct research, how to present research to both academic and professional audience, and how to provide feedback on other people's research.

Course Aims

This course aims to provide the tools and skills necessary for effective academic writing. To be effective, academic writing should be clear, concise, consistent, and engaging. This course focuses on both the common and discipline-specific elements of writing publishable papers and emphasises the need to consider the intended audience when presenting arguments and contributions. The course also provides opportunities for students to review a paper and write a response letter to reviewers, and covers strategies on how to put their "best foot forward" when networking at conferences and other professional settings. Classes will have some lecture components but for the most part will be workshop style, with many activities to be completed during class. Toward the end of the course, students will make a conference-style paper presentation to the Business School and submit a draft paper for assessment.

Relationship to Other Courses

COMM8103 is a compulsory course for the Master of Pre-Doctoral Business Studies (MPDBS) students.

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Prepare for your research and confirmation by developing research questions and identifying the right audience for your research.	• PLO1 : Research Excellence • PLO2 : Academic Excellence • PLO4 : Global Impact
CLO2 : Develop and participate in a positive research culture, applying and demonstrating research integrity and ethics.	• PLO1 : Research Excellence • PLO2 : Academic Excellence • PLO3 : Leadership
CLO3 : Demonstrate written and oral communication skills by writing a research proposal and presenting your research, both individually and as a team, in a logical and professional manner.	• PLO1 : Research Excellence • PLO2 : Academic Excellence • PLO3 : Leadership • PLO4 : Global Impact
CLO4 : Evaluate other people's research papers and presentations to provide constructive feedback in a respectful manner.	• PLO2 : Academic Excellence • PLO4 : Global Impact • PLO5 : Social Engagement
CLO5 : Identify the publication process and practice how to present yourself when networking at conferences and other professional settings.	• PLO4 : Global Impact • PLO5 : Social Engagement

Course Learning Outcomes	Assessment Item
CLO1 : Prepare for your research and confirmation by developing research questions and identifying the right audience for your research.	• Class Participation • Conference-style Paper Presentation • Draft Research Paper
CLO2 : Develop and participate in a positive research culture, applying and demonstrating research integrity and ethics.	• Draft Research Paper
CLO3 : Demonstrate written and oral communication skills by writing a research proposal and presenting your research, both individually and as a team, in a logical and professional manner.	• Assignment • Class Participation • Conference-style Paper Presentation
CLO4 : Evaluate other people's research papers and presentations to provide constructive feedback in a respectful manner.	• Assignment • Class Participation • Conference-style Paper Presentation • Draft Research Paper
CLO5 : Identify the publication process and practice how to present yourself when networking at conferences and other professional settings.	• Assignment • Class Participation

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

The course combines some lectures and seminar activities to enable students to learn and conduct a responsible research project and translate it to clear, concise, consistent, and captivating academic writing and academic oral communication.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Class Participation Assessment Format: Individual	25%	Start Date: Week 1 Due Date: Week 9	• PLO1 : Research Excellence • PLO2 : Academic Excellence • PLO3 : Leadership • PLO4 : Global Impact • PLO5 : Social Engagement
Assignment Assessment Format: Group	20%	Start Date: Weekly Check-ins Due Date: Presentations in Week 8	• PLO1 : Research Excellence • PLO2 : Academic Excellence • PLO3 : Leadership
Conference-style Paper Presentation Assessment Format: Individual	20%	Start Date: Weekly preparations Due Date: Week 9 Tuesday and Wednesday	• PLO1 : Research Excellence • PLO2 : Academic Excellence • PLO4 : Global Impact • PLO5 : Social Engagement
Draft Research Paper Assessment Format: Individual	35%	Start Date: Weekly preparations Due Date: Week 10	• PLO1 : Research Excellence • PLO2 : Academic Excellence • PLO4 : Global Impact • PLO5 : Social Engagement

Assessment Details

Class Participation

<u>Assessment Overview</u>

This task requires students to prepare for the class by completing pre-workshop activities and to actively participate in seminar activities and discussions.

Assesses: PLO1, PLO2, PLO3, PLO4, PLO5 (HDR PLOs)

<u>Course Learning Outcomes</u>

- CLO1 : Prepare for your research and confirmation by developing research questions and identifying the right audience for your research.
- CLO3 : Demonstrate written and oral communication skills by writing a research proposal and presenting your research, both individually and as a team, in a logical and professional manner.

- CLO4 : Evaluate other people's research papers and presentations to provide constructive feedback in a respectful manner.
- CLO5 : Identify the publication process and practice how to present yourself when networking at conferences and other professional settings.

Detailed Assessment Description

Further details will be provided in Week 1.

Assessment Length

Weekly

Assignment submission Turnitin type

Not Applicable

Generative AI Permission Level

Not Applicable

Generative AI is not considered to be of assistance to you in completing this assessment. If you do use generative AI in completing this assessment, you should attribute its use.

For more information on Generative AI and permitted use please see here.

Assignment

Assessment Overview

This task requires students to work as a team (2-3 students) to conduct interview(s) with academics within their school, on a specific topic of academia, and present their findings to the class.

Assesses: PLO1, PLO2, PLO3 (HDR PLOs)

Course Learning Outcomes

- CLO3 : Demonstrate written and oral communication skills by writing a research proposal and presenting your research, both individually and as a team, in a logical and professional manner.
- CLO4 : Evaluate other people's research papers and presentations to provide constructive feedback in a respectful manner.
- CLO5 : Identify the publication process and practice how to present yourself when networking at conferences and other professional settings.

Detailed Assessment Description

Further details will be provided in Week 1

Assessment Length

Weekly check-ins. Presentations in Week 8

Generative AI Permission Level

Simple Editing Assistance

In completing this assessment, you are permitted to use standard editing and referencing functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other media, whether based on your own work or not.

If your Convenor has concerns that your submission contains passages of AI-generated text or media, you may be asked to account for your work. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see here.

Conference-style Paper Presentation

Assessment Overview

This task requires students to make a 15-minute conference-style presentation of their research paper to a broad audience comprising fellow students and other invited members of the UNSW Business School.

Assesses: PLO1, PLO2, PLO4, PLO5 (HDR PLOs)

Course Learning Outcomes

- CLO1 : Prepare for your research and confirmation by developing research questions and identifying the right audience for your research.
- CLO3 : Demonstrate written and oral communication skills by writing a research proposal and presenting your research, both individually and as a team, in a logical and professional manner.
- CLO4 : Evaluate other people's research papers and presentations to provide constructive feedback in a respectful manner.

Detailed Assessment Description

Further details will be provided in due course

Generative AI Permission Level

Simple Editing Assistance

In completing this assessment, you are permitted to use standard editing and referencing functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other media, whether based on your own work or not.

If your Convenor has concerns that your submission contains passages of AI-generated text or media, you may be asked to account for your work. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see [here](#).

Draft Research Paper

<u>Assessment Overview</u>

This task evaluates your understanding and ability to use the course material in writing the front-end (e.g., introduction, theoretical framework, hypotheses, methods, etc.) of a research paper which, with more work after the course, can be progressed into a working paper for journal submission.

Assesses: PLO1, PLO2, PLO4, PLO5 (HDR PLOs)

<u>Course Learning Outcomes</u>

- CLO1 : Prepare for your research and confirmation by developing research questions and identifying the right audience for your research.
- CLO2 : Develop and participate in a positive research culture, applying and demonstrating research integrity and ethics.
- CLO4 : Evaluate other people's research papers and presentations to provide constructive feedback in a respectful manner.

<u>Detailed Assessment Description</u>

Further details will be provided in due course

<u>Assignment submission Turnitin type</u>

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

<u>Generative AI Permission Level</u>

Simple Editing Assistance

In completing this assessment, you are permitted to use standard editing and referencing functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other

media, whether based on your own work or not.

If your Convenor has concerns that your submission contains passages of AI-generated text or media, you may be asked to account for your work. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see here.

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.

<u>Grading Basis</u>

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Seminar	Responsible Research Conduct • Taking charge of your own PhD research program at UNSW Business School • Developing a positive research culture • Code of conduct and data expectations (including AI, plagiarism, authorship) Faculty- and School-level Resources and Support • Details about Faculty/School structure, personnel, resources and support • Career development planning and opportunities
Week 2 : 16 September - 22 September	Seminar	Preparing for Your Research • Writing a research proposal • Details of key elements in research proposal • Details of societal impact and the end user engagement
Week 3 : 23 September - 29 September	Seminar	Communicating Your Research I • Sustainable Developmnt Goals (SDG) • Conveying your research impact
Week 4 : 30 September - 6 October	Seminar	Communicating Your Research II • Leading and working with others • Presentation skills
Week 5 : 7 October - 13 October	Seminar	Communicating Your Research III • Leading and working with others • Writing a theory development • Providing constructive feedback with respect
Week 6 : 14 October - 20 October	Seminar	Communicating Your Research IV • Writing a hypothesis development • Research impact and translation
Week 7 : 21 October - 27 October	Seminar	Communicating Your Research V • Leading and working with others • An 'elevator pitch' - developing metworks
Week 8 : 28 October - 3 November	Topic	Respectful Behaviours • Effective communication • Respectful workplace behaviour • Embracing cultural differences
Week 9 : 4 November - 10 November	Presentation	Communicating Your Research VI • Conference-style individual presentations to the Business School
Week 10 : 11 November - 17 November	Activity	• Draft Paper Submission • Workshops

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

Students are required to attend one 3.5-hour class each week, and to read the prescribed readings and complete any seminar preparation activities prior to attending the class.

Course Resources

Prescribed Resources

Students will use the two books given to them during the Orientation week (in Term 1) and will also be provided with additional course material available through library with links provided on the Course Moodle site.

References of the two book given to the students during the Orientation week:

- Graff, G. & Birkenstein, C. (2018). They Say, I Say, The Moves that Matter in Academic Writing. New York / London: W.W. Norton & Company.
- Booth, W.C., Colomb, G.g., Williams, J.M., Bizup, J., Fitzgerald, W.T. (2016). The Craft of Research. Chicago & London: The University of Chicago Press.

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.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Helen Kang		QUAD3056A	9385 5824	By appointment	No	Yes

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 Policies and Guidelines 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 Policies and Guidelines page. For PG Research PLOs, including MPDBS, please refer to UNSW HDR learning outcomes.

Academic Honesty and Plagarism

As a student at UNSW you are expected to display academic integrity in your work and interactions. Where a student breaches the UNSW Code of Conduct with respect to academic integrity, the University may take disciplinary action. 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 Code of Conduct, 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

SHORT EXTENSIONS

Short Extension is a new process that allows you to apply for an extended deadline on your assessment without the need to provide supporting documentation, offering immediate approval during brief, life-disrupting events. Requests are automatically approved once submitted.

Short extensions are ONLY available for some assessments. Check your course outline or Moodle to see if this is offered for your assessments. Where a short extension exists, all students enrolled in that course in that term are eligible to apply. Further details are available the UNSW Current Students page.

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. Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable.

Applications can only be made online and will NOT be accepted by teaching staff. 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. The majority of applications will be processed within 3-5 working days.

For further information, and to apply, see Special Consideration on the UNSW Current Students page.

LATE SUBMISSION PENALTIES

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. In the case of an approved Equitable Learning Plan (ELP) provision, special consideration or short extension, the late penalty applies from the date of approved time extension. After five days from the extended deadline, the assessment cannot be submited.

An assessment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assessment 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.