

Business Research Methods

Major Project Part 2

Due on Week 12, 17th October 2022, Monday by 11.59pm

Marks: 20%

Task: Individual/ Group (if you did major project part 1 in group, it will be the same group for part 2 with same topic)

Submission: Submit on Canvas

Total number of words: 2500 words (references will not be counted on this word count) with plus or minus 10% flexibility. This word count includes revised 1000 words from major project 1.

Format and marking: Look next page

Title of your study:

Student Name:

Student ID:

Tutorial time: Day, **Time:**.....

Abstract (200 words max.)

Highlighting on,

- Context (Industry/ sector/company/demographic groups etc., whatever related with your research) and research problem,
- Research aim
- Method
- Proposed data analysis technique
- Significance of the study
- Limitations

Maximum mark for abstract is: 1 mark

Introduction/Background:

This section includes:

- Study context in terms of company/industry/ sector/demographic group etc whatever suitable with your research and a research problem currently happening in this study context
- Research aim and research objectives (research aim broken into specific, short 2-3 objectives).

Maximum mark for introduction is: 1 mark

Literature Review:

Theory: Find a related theory for your research problem. For example,

If you are measuring attitude of any group toward an issue/object/product/policy, you may use Theory of Planned Behaviour (TRA or TPB theory).

Relationships among variables: This section may have 2-3 short paragraphs focusing on the relationship among variables. Don't worry if you are not so sure of selecting your variables, you may change or refine this section in major project part 2 when you will have clearer picture of what you are researching. For example, if you have 3 variables in your study,

Paragraph 1: Related literature on the relationship between variable 1 and variable 2 (i.e. service quality and customer service)

Paragraph 2: Related literature on the relationship between variable 2 and variable 3 (i.e. customer service and customer satisfaction)

Paragraph 3: Related literature on the relationship between variable 1 and variable 3 (i.e. service quality and customer satisfaction)

Maximum mark for literature review is: 2 marks (Theory 0.5 mark + Relationship among variables 1.5 marks)

Method:

- Research context that you are covering in your study in terms of geographical location/business sector/ demographic groups etc. It is different than introduction as introduction research context focuses on general, broader description whereas this method section's research context mentions only the context you are considering for your research study. (2 marks)
- Define who are your target participants, describe sample participants. If sample participants are individuals, you may describe them in terms of age, education, location, income range, family status, employment status, only mention those which are relevant with your research. If your sample participants are companies, you may describe in terms of number of employees, profit range, location, industry type etc. only mention which are relevant. (2 marks)
- One specific sampling method (lecture no. 7) and justify why did you choose it (2 marks)

Maximum mark for method section is: 6 marks

Data analysis:

You have two options for proposed data analysis of your research study – a. Quantitative data analysis OR b. Qualitative data analysis. After you mention your preferred data analysis technique (a or b), you need to discuss further,

- Two data analyses techniques either from quantitative or qualitative method and
- Justify why you did you pick these two data analysis techniques for your research study (2 marks)

Maximum mark for data analysis section is: 3 marks

Resource, budget and project timeline plan (see templates below)

- Resource and budget plan (1 mark)
- Project timeline plan (1 mark)

Maximum mark for resource and project timeline is: 2 marks

Resource and project timeline plan

Budget for items	Expected costs in AUD
1. ex. Printer	

Scheduled Activities	Timeline
1. ex. Data collection	ex. June-Aug, 22

Conclusion:

- Significance/implications of your study for existing literature (why we need to know your research) and for practice (how your research helps to improve current industry/company practices).
- Limitations that you did not consider in this study (for example, your study did not consider other industry, other countries, other age groups, other geographic areas etc. only mention whatever suitable for your research).

Maximum mark for conclusion is: 4 marks (Significance 2 marks + Limitations 2 marks)

References: APA style, 3-5 or more journal articles and/or other unspecified number of web or book sources.

Maximum mark for references is: 1 mark

See next page for detail marking rubric for major project part 2.

Assessment Criteria	Fail less than 50	Pass 50-64	Credit 65-74	Distinction 75-84	High Distinction 85 & more
Abstract (1 mark)	No abstract is presented	The abstract goes over the word length and/or the topic. It is largely unclear.	The topic can be identified. The purpose, underlying construct and scope of study reported, but could be improved.	Topic is evident and clear. The purpose, underlying construct, scope of study reported clearly. Research problem/aim and methodology reported.	Topic is evident and clear. The purpose, underlying construct, scope of study reported clearly mentioned. Comprehensive explanation of research problem/aim, research context, methodology and data analysis techniques were mentioned including key words.
Introduction (1 mark)	No introduction.	Poor introduction evident but lacked clarity. Research problem and the aim of the literature review evident but not clear.	Introduction evident and clear. Research problem and aim of the literature review were clear. Explanation of the significance/background of the topic was reported but not clear.	Introduction evident and clear. Research problem and aim of the study were very clear. Research objectives were posed. General background/significance of the topic was clearly established.	Excellent and clear introduction evident. Research problem, aim and objectives of the study were clearly explained. Outstanding explanation of the background/significance of the topic was clearly established.
Literature Review (2 marks) It includes conclusion section of major project part 1) (1 mark) Please aware conclusion may be placed at the end in some assignments.	No literature review No conclusion	Discussion of literature but inappropriate or irrelevant. No or little mention of the theory. No critical analysis of the constructs and relationships. Conclusion was only minimum. No limitations evident.	Discussion of literature was adequate and relevant, but it could have been clearer. Some critical analysis of the constructs and relationships were evident but lacked depth. Provided reasonable conclusion but not relevant limitations and significance.	An adequate grasp of the literature was presented. Claims made are supported by relevant, current and appropriately detailed research evidence. Provided critical analysis with appropriate use of theory, constructs and their relationships. Good quality conclusion presented with relevant limitations and significance.	An outstanding grasp of the literature was presented. Claims made are supported by relevant, current and appropriately detailed research evidence in superior manner. Critical analysis of the literature in relation to the appropriate use of theory, constructs and their relationships was in-depth and insightful. Discussion of conclusion was excellent highlighting relevant limitations and significance of study.

Assessment Criteria	Fail less than 50	Pass 50-64	Credit 65-74	Distinction 75-84	High Distinction 85 plus
<p>Method Target participants & sample participants (2 marks)</p> <p>Sampling method and justification (2 marks)</p> <p>Research context (2 marks)</p>	Research design was missing in terms of target and sample participants, sampling method and research context.	Research design was lacked logic and was missing some elements in terms of target and sample participants, sampling method and research context.	Research design was adequate but lacked logic and/or was poorly constructed based on research aim, target and sample participants, sampling method and research context.	Research design was logical and consistent with the research aim. All elements were included in terms of target and sample participants, sampling method and research context.	Research design was logical, thoughtful, insightful and consistent with the research aim and target participants. All elements were included in terms of target and sample participants, sampling method and research context. Appropriate justifications were presented for selecting sampling method.
Data analysis and justifications (3 marks)	No discussion of the ways on how data could be analysed.	Some discussion of the ways on how data could be analysed but lacked insight and/or could have been more comprehensive.	A good discussion of the ways on how data could be analysed.	A comprehensive discussion of the ways on how data could be analysed. Logical justifications were made for compulsory data analysis.	An outstanding discussion of the ways on how data could be analysed. Logical justifications were made for compulsory and optional data analysis.
<p>Resource/budget plan (1 mark)</p> <p>Project timeline plan (1 mark)</p>	No Resource/budget plan and no project timeline plan	Discussion of budget and timeline plan but were irrelevant and non-realistic.	Adequate budget and timeline plan provided but could have been more detail.	In-depth discussion of resources/budget and timeline plan. Clear, logical and well thought project budget and timeline plan.	A comprehensive and insightful discussion of resources/budget and logical timeline. Clear, logical, realistic and innovative budget and timeline plan.
Conclusion (4 marks)	No conclusion	Poor discussion of significance and limitations	Good discussion of significance and limitations	Comprehensive discussion of significance and limitations	Excellent discussion of significance and limitations of the study.
In-text citations & references list (1 mark)	No, or poor, referencing.	Numerous inaccuracies & inconsistencies evident in referencing.	Referencing was adequate but some inaccuracies and/or inconsistencies were evident.	Minor inaccuracies and/or inconsistencies evident.	Referencing was comprehensive, relevant, and recent. No inaccuracies and/or inconsistencies were evident in referencing.

