

## BUS420: Business Project

Assessment Topic:	Write a literature review
Due Date:	Week 5, Sunday
Length/Size/Amount:	1500-2500 words (excluding appendices)
Semester Value:	35%
Learning Outcomes:	3, 4

### Preparation

Examine material that refers to a 'literature review' in general. This includes the textbook, lecture notes, CDU online resources and any other relevant material to help you conduct a good review of the literature. Search the relevant databases for literature.

Your search criteria should include studies that applied the relevant business/strategy models to understand the competitive landscape that an organisation faces and to explore how the chosen organisation is positioned within it. (For example, the study of the competitiveness of Charles Darwin University in the Asia Pacific region)

Populate the provided Excel table – see Learnline under Assignment 1.

### Task Detail

A literature review assignment is a broad-ranging, critical view of the literature on a particular topic. The main aim of a literature review assignment is to summarise and critically evaluate the literature to establish current knowledge of a topic. Although a literature review is structured like an essay and is often a similar length, there are differences: in an essay, you argue a point of view, whereas in a literature review assignment, you critically analyse the literature in order to understand what is known about a topic.

*Your literature review assignment should include the following:*

- The main ideas, theories and concepts related to your topic.
- Similarities and differences related to your topic.
- Any problems or gaps in the literature related to your topic.

*How to structure your literature review assignment?*

Your literature review should have a clearly organised structure with an introduction and conclusion.

Note that your literature review is not a summary of studies presented one by one, paragraph by

paragraph. Instead, you need to structure the body of your literature review in themes or ideas, synthesising information from various sources. Here is a typical way of structuring a literature review assignment:

### *Introduction*

- Introduce the general issue and its importance.
- Identify key trends or perspectives.
- Identify the specific focus of this literature review.
- Give a brief outline of the structure of the body.

### *Body*

- Develop themes, highlighting major concepts, influential studies, etc., in relation to your topic.
- Focus on areas of agreement, disagreements, tensions and contentious issues related to your topic.
- Use strong topic sentences at the beginning of each paragraph so the reader can clearly identify the theme or aspect of the theme being discussed.

### *Conclusion*

- Summarise major contributions in the literature, in the context of the particular focus mentioned in the introduction.
- Conclude by summing up and identifying the significance of the topic in relation to the literature.

### *References*

- Apply the CDU Harvard /APA referencing style consistently.

### *Appendix*

- Include the literature review table that you populated during your preparation.

### *About grammar and style*

Paraphrases are the main method of citing authors. The advantages of paraphrasing are showing that you understand and can interpret the original material, whilst maintaining your own voice. Quotations are usually used only for definitions of technical terms or key words and concepts and particularly significant phrasing. Make sure that if you are using quotations, you reference them according to the latest CDU Harvard /APA referencing style.

It is important that you are accurate in the way you report and interpret the work of others. When selecting reporting verbs to incorporate the work of other writers, you need to reflect the intention of the original work. You should also show your opinion of that work and how it relates to your discussion of the issues. For example: Lewis (2013) *explains* the link between ... Myers and Miller (2011) *have conceded* that their findings should not be ... The findings *have been criticised as* lacking validity because ... (see Lee & Elwood 2013). Hadan (2014) *criticises* previous researchers for ... Several research teams singled out the importance of ... (Browne 2013, Trang 2012, McKay 2014).

A list of references should be included on the last (new) page. Make sure that your referencing is consistent and accurate. Finally, make sure you give yourself enough time to edit and proofread your assignment. Ensure that your expression is clear and fluent (easy to follow). The assignment should be well written, consistently following Australia English writing conventions. Proofread your assignment and ensure it is free of grammatical errors before you submit it. Mind the prescribed length and formatting. This process usually takes longer than anticipated, so you are advised to give yourself at least a day for this task. Do not wait until the last moment and submit on time.

<p><b>Penalties</b></p>	<p><b>Late Submission</b></p> <p>Late assignments will lose 5% of the available marks each day (or part thereof).</p> <p><b>Plagiarism</b></p> <p>You are to identify the sources of any ideas and words in your assignment that are not yours. Unattributed materials may not be included in the consideration of your assignment and serious cases of academic misconduct will be handled in accordance with the Student Complaints Management Process.</p>
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