Course Code:	1002HSL
Course Name:	Introduction to Research
Semester:	Semester 1, 2015
Program:	Associate Degree in Commerce & Business
Credit Points:	10
Course Coordinator:	Debbie Cotterell
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Teaching Team

Your lecturer/tutor can be contacted via the email system on the portal.	
Name	**Email**
Debbie Cotterell	**debbie.cotterell@staff.qibt.qld.edu.au**

Staff Consultation

Your lecturer/tutor is available each week for consultation outside of normal class times. Times that your lecturer/tutor will be available for consultation will be given in the first week of lectures. A list of times and rooms will be published on the QIBT Portal under the "myTimetable" link.

Prerequisites

Please note: this course 1002HSL is a prerequisite for course 2301HSL. This means that you need to achieve a Pass or above to progress to this course. If you do not achieve a Pass grade, you will need to repeat 1002HSL before progressing to this course.

Brief Course Description

Introduction to Research is a 10 Credit Point course within the Associate Degree in Commerce and Business. The course is situated within the second year of the program. The Associate Degree in Commerce and Business is designed to provide students with a pathway to:
• further university studies in Commerce, Business and related degrees or
• direct employment
This course focuses on practical research procedures including problem formulation, research design, and data collection, description and reporting. The course develops skills in conducting research and provides a working knowledge of ways to analyse and describe non-numerical information as well as techniques to describe sets of numerical data. Skills will be developed using information and methods pertinent to decision making in the management of the tourism, leisure, hotel and event industries.

Rationale

Research skills and knowledge of the research process are essential in an information-rich world. The management of tourism, leisure, hotel, event, property, and sport organisations in a range of contexts can be substantially enhanced by the analysis of existing information, regularly collected management data and information collected to answer specific management questions. Managers need to be able to gather information in reliable and valid ways and understand how to present, describe and interpret those data. Accordingly, "doing research" is a real-life skill that managers need to both understand and conduct.

Aims

The aim of this course is to introduce prospective managers and leaders in the service industries to the essentials of the research process. The course presents a number of practical research strategies. Furthermore, this course will assist with the development of skills for understanding research reports and articles.

Learning Outcomes

Upon successful completion of this course you will be able to:

1. Identify the basic frameworks and theories that underpin research in the tourism, leisure and hotel industries;

2. Critically evaluate specific problems and questions to solve applied research scenarios;

3. Select and implement research strategies appropriate to particular industry problems based on an appreciation of the value of multi-method research;

4. Report, describe and understand qualitative and quantitative information in these management fields;

5. Understand the need to maintain and apply ethical research practices as responsible professionals in the field.

Texts and Supporting Materials

Required Text
- Bryman, A. & Bell, E. (2011). Business research methods (3rd ed.). New York: Oxford.

Recommended Reading
- Creswell, J. W. (2003). Research design: qualitative, quantitative, and mixed method approaches (2nd ed.). Thousand Oaks, CA: Sage Publications.
- Edwards, A. and Skinner, J. (2009). Qualitative Research in Sport Management. Oxford, Butterworth-Heinemann.
- Gratton, C. & Jones, I. (2004). Research methods for sport studies. London: Routledge.
- Jennings, G. (2010). Tourism research (2nd ed.). Milton: John Wiley & Sons Australia, Ltd.
- Neuman, W. L. (2006). Social research methods: Quantitative and qualitative approaches (6th ed.). Boston: Pearson Education, Inc.
- Veal, A.J. (2011). Research methods for leisure and tourism: A practical guide (4th ed.). London: Prentice Hall.

Organisation and Teaching Strategies

Each week, you are required to attend 4 hours of contact time in class consisting of lectures, tutorials and workshops. The **lectures** will provide direction to, and interpretation of, information that forms the basis of the course. They will also provide opportunities for explanation of research theory and methods including the application of qualitative and quantitative strategies. **Tutorials** will be used to integrate all material through exercises which use simulated and real-life situations. The **Workshop** sessions provide you with the opportunity to develop a range of skills that will support learning objectives and foster certain generic skills that are helpful to your professional development.
The course is progressive in nature. That is, knowledge and skills are built up sequentially throughout the course. Development of understandings and skills that underlie evaluative studies require you to understand ideas soon after they are presented. Thus, understanding of concepts presented early in the course should not be left until later in the course. You also need to continue to revise and enhance your understanding of both qualitative and quantitative research that will be used to complete assessment items one and two.

Class Contact Summary

Attendance:
You are expected to attend all classes throughout the semester as lectures and tutorials are provided for direction, explanation and interpretation. You are also reminded that your attendance in class will be marked twice during a four hour class. To receive full attendance, you must be present in the classroom on both occasions.

Program Progression:
You are reminded that satisfactory Program Progression requires that attendance in classes is maintained at equal to or greater than 80%, and that GPA is maintained at equal to or greater than 3.5 with passing grades achieved in more than 50% of courses in any semester [please see QIBT Policy Library - Program Progression Policy - for more information].

Lecture Notes & Course Materials:
You will be expected to have attempted the necessary pre-reading and preparation for class, and contribute to those sessions by responding to and asking questions. You are also required to bring a copy of the lecture notes printed from the QIBT website and any other required course materials to classes each week.

Independent Study:
You are expected to reinforce your learning gained during class time by accessing, studying and working through the information and assessment exercises, that is undertake independent study. For this 10 CP course, you will need to spend at least 10 hours per week engaged in activities that will help your learning and fulfil the course objectives. Thus, provided you have well used the 4 hours per week of formal contact, you would then complete at least 6 hours per week of independent study.

Content Schedule

Weekly Teaching Schedule

Week	Topic	Activity	Readings
1	Introduction to Research: Evidence-based Practice and The Research Process	Lecture	Bryman (Chapter 1); Veal (Chapter 1)
2	Library Search & Literature Review	Lecture	Bryman (Chapter 4)
	Introduction to Assignment 1; Open Coding	Tutorial	Bryman (Chapter 4)
3	Research Design: Strategies and Frameworks	Lecture	Bryman (Chapter 2)
	Axial Coding	Tutorial	Bryman (Chapter 2)
4	Conducting Qualitative Research (I)	Lecture	Bryman (Chapters 16,17,18 &19)
	Reflective Coding	Tutorial	Bryman (Chapters 16,17,18 &19)
5	Conducting Qualitative Research (II)	Lecture	Bryman (Chapters 16 & 22)
	Report Writing	Tutorial	Bryman (Chapters 16 & 22)
6	Understanding Quantitative Data (I)	Lecture	Bryman (Chapters 6, 7, 9 & 14)
	Checking Drafts	Tutorial	Bryman (Chapters 6, 7, 9 & 14)
7	Understanding Quantitative Data (II)	Lecture	Bryman (Chapters 6, 7 & 9)
	Introduction to Assignment 2; Demographics Table	Tutorial	Bryman (Chapters 6, 7 & 9)
8	Conducting Quantitative Research (I)	Lecture	Bryman (Chapters 6, 7 & 9)
	Analysing Descriptive Statistics	Tutorial	Bryman (Chapters 6, 7 & 9)
9	Conducting Quantitative Research (II)	Lecture	Bryman (Chapters 6, 7 & 9)
	T-tests and Correlation	Tutorial	Bryman (Chapters 6, 7 & 9)

10	Understanding & Using Research Findings: Research ethics & politics	Lecture	Bryman (Chapter 5)
	Report Writing	Tutorial	Bryman (Chapter 5)
11	Understanding Quantitative and Qualitative Research	Lecture	
	Checking Assignment Drafts	Tutorial	
12	Course review & revision	Lecture	Bryman (A review of the methods taught in this course)
	Assignment 2 due	Tutorial	Bryman (A review of the methods taught in this course)
13	Course review & revision	Lecture	
	Revision	Tutorial	

Assessment

This section sets out the assessment requirements for this course.

Summary of Assessment

Item	Assessment Task	Weighting	Relevant Learning Outcomes	Due Date
1	Assignment 1- Literature Review	10%	1,2	5
2	Assignment 2- Qualitative Analysis	25%	2,3,4,5	7
3	Assignment 3- Quantitative Analysis	25%	2,3,4,5	12
4	Final Exam	40%	1,2,3,4	14

Assessment Details

Assessment in this course provides a means of using and reviewing your grasp of the theoretical underpinnings of basic research methods. Through applying the research skills developed in the lectures and tutorials, you will have the opportunity to test your knowledge on real data. Further, report writing skills are developed in summarising findings.

Assignment 1 - Literature Review:
You will write a short literature review of approximately 300-400 words on a topic that will be announced at the start of semester. You will be expected to synthesise 3-5 journal articles and make a critique and argument of the literature to date. You will then be asked to make changes according to the feedback that you receive and re-submit an improved version as part of your Assignment 2.

Assignment 2 - Qualitative Data:
Using previously collected interview data, you will be required to code and analyse the data and then prepare an eight page report. The report should incorporate conclusions and implications arising from the study. You will also include a revised literature review based on the feedback given from your tutor in Assignment 1. Further information will be provided both in class and also posted on the QIBT portal.

Assignment 3 - Quantitative Data:
You will be required to complete an eight page quantitative report from supplied quantitative data. You will be required to use a Microsoft Excel spreadsheet to complete basic quantitative analysis to provide descriptive data and one-way analysis of variance. The assignment concludes with a basic research report. Further information will be provided both in class and also posted on the QIBT portal.

Final Exam:
The final exam will be in the end of semester examination period. The date, time and location will be provided when available. The exam format will be multiple choice, short answer and data interpretation. The examination will test all areas and topics covered in the lectures.

Submission and Return of Assessment Items

Normally you will be able to collect your assignments in class within fourteen [14] days of the due date for submission of the assignment.

Retention of Originals

You must be able to produce a copy of all work submitted if so requested. Copies should be retained until after the release of final results for the course.

Extensions

To apply for an extension of time for an assessment item you must submit a written request to your lecturer via the Student Website at least 48 hours before the date the assessment item is due. Grounds for extensions are usually: serious illness, accident, disability, bereavement or other compassionate circumstances and must be able to be substantiated with relevant documentation [e.g. medical certificate]. Please refer to the QIBT website - Policy Library - for guidelines regarding extensions and deferred assessment.

Penalties for late submission without an approved extension

Penalties apply to assignments that are submitted after the due date without an approved extension. Assessment submitted after the due date will be penalised 10% of

the TOTAL marks available for assessment (not the mark awarded) for each day the assessment is late. Assessment submitted more than five days late will be awarded a mark of zero (0) For example:

- > 5 minutes and <= 24 hours 10%
- > 24 hours and <= 48 hours 20%
- > 48 hours and <= 72 hours 30%
- > 72 hours and <= 96 hours 40%
- > 96 hours and <= 120 hours 50%
- > 120 hours 100%

Note:

- Two day weekends will count as one day in the calculation of a penalty for late submission.
- When a public holiday falls immediately before or after a weekend, the three days will count as one day in the calculation of a penalty for late submission.
- When two public holidays (e.g. Easter), fall immediately before or after, or one day either side of a weekend, the four days will count as two days in calculating the penalty for late submission.
- When a single public holiday falls mid-week, the day will not be counted towards the calculation of a penalty.

Please refer to the QIBT website - Policy Library > Assessment Policy for guidelines and penalties for late submission.

Assessment Feedback

Marks awarded for assessment items will also be available on the on-line grades system on the Student Website within fourteen [14] days of the due date.

Generic Skills

QIBT aims to develop graduates who have an open and critical approach to learning and a capacity for lifelong learning. Through engagement in their studies, students are provided with opportunities to begin the development of these and other generic skills.

Studies in this course will give you opportunities to begin to develop the following skills:

Generic Skills	Taught	Practised	Assessed
Written Communication	Yes	Yes	Yes
Oral Communication	Yes	Yes	
Information Literacy	Yes	Yes	Yes
Secondary Research	Yes	Yes	Yes
Critical and Innovative Thinking		Yes	Yes
Academic Integrity		Yes	Yes
Self Directed Learning		Yes	Yes
Team Work		Yes	
Cultural Intelligence		Yes	
English Language Proficiency		Yes	

Additional Course Generic Skills

Additional Course Information

In addition to formal contact hours, you are provided with extra support through individual consultation with teaching staff, tutorials in English language, and self-access computer laboratories.

Academic Integrity

QIBT is committed to maintaining high academic standards to protect the value of its qualifications. Academic integrity means acting with the values of honesty, trust, fairness, respect and responsibility in learning, teaching and research. It is important for students, teachers, researchers and all staff to act in an honest way, be responsible for their actions, and show fairness in every part of their work. Academic integrity is important for an individual's and the College's reputation.

All staff and students of the College are responsible for academic integrity. As a student, you are expected to conduct your studies honestly, ethically and in accordance with accepted standards of academic conduct. Any form of academic conduct that is contrary to these standards is considered a breach of academic integrity and is unacceptable.

Some students deliberately breach academic integrity standards with intent to deceive. This conscious, pre-meditated form of cheating is considered to be one of the most serious forms of fraudulent academic behaviour, for which the College has zero tolerance and for which penalties, including exclusion from the College, will be applied.

However, QIBT also recognises many students breach academic integrity standards without intent to deceive. In these cases, students may be required to undertake additional educational activities to remediate their behaviour and may also be provided appropriate advice by academic staff.

As you undertake your studies at QIBT, your lecturers, tutors and academic advisors will provide you with guidance to understand and maintain academic integrity; however, it is also your responsibility to seek out guidance if and when you are unsure about appropriate academic conduct.

Please ensure that you are familiar with the **QIBT Academic Integrity Policy**; this policy provides an overview of some of the behaviours that are considered breaches of academic integrity, as well as the penalties and processes involved when a breach is identified.

For further information please refer to the Academic Integrity Policy on the QIBT website – Policy Library.

Risk Assessment Statement

There are no out of the ordinary risks associated with this course.

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Note: For all Diploma level programs, QIBT acknowledges content derived from Griffith University.