GMBA8122
Be Curious
Coursera term 2, Fully online/virtual 2021
Department of Management

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Disclaimer
Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

Notice
As part of Phase 3 of our return to campus plan, most units will now run tutorials, seminars and other small group activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face activities for your unit, please go to timetable viewer. To check detailed information on unit assessments visit your unit’s iLearn space or consult your unit convenor.
## General Information

| Unit convenor and teaching staff | Unit Convenor
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Professor Fei Guo</td>
<td><a href="mailto:fei.guo@mq.edu.au">fei.guo@mq.edu.au</a></td>
</tr>
</tbody>
</table>

- **Credit points**: 5

- **Prerequisites**: Admission to GMBA and 100cp at 8000 level

- **Corequisites**: GMBA8121

### Unit description

Being curious means constantly asking questions. Asking the right questions is a fundamental skill for problem solving. This unit integrates the knowledge developed throughout the course by applying a methodological rigour to how we assess data. There is no shortage of data - the immediacy of data availability through social and media platforms means unprecedented access to data. The increasing sophistication of automation and machine learning offers consumers a curated view which may not necessarily be accurate. How do we know what is real? Is the information credible? This unit develops problem solving skills by invoking the curious mindset. Students will demonstrate their mastery of triangulation by considering the validity and reliability of data and learn the importance of asking the right questions.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at [https://students.mq.edu.au/important-dates](https://students.mq.edu.au/important-dates)

## Learning Outcomes

On successful completion of this unit, you will be able to:

- **ULO1**: Critically evaluate qualitative and quantitative research tools and processes.
- **ULO2**: Balance pragmatic concerns with rigour when deciding which qualitative and or quantitative methods to use relative to the problem.
- **ULO3**: Master the science and art of asking questions.
General Assessment Information

Submission

You will submit your assessment tasks via your online unit on Coursera.

For individual submissions, please use the following naming convention for your file:

lastname-firstname-GMBAxxx-A1.*
lastname-firstname-GMBAxxx-A2.*

For group submissions, please use the following naming convention for your file:

team-number-GMBAxxx-A1.*
team-number-GMBAxxx-A2.*

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Extensions

Please note that no extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission = 20% penalty). This penalty does not apply for cases in which an application for special consideration is made and approved.

For any questions regarding your assignment submission please contact your Unit Convenor. If you would like to apply for Special Consideration please submit a request via ask.mq.edu.au

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Formatting instructions

These instructions pertain only to written assignments. In the case of other formats (e.g., slide decks) specific formatting instructions may apply. Written assignments should be in 11 point Arial font with 1.5 line spacing. Each page of the report should be numbered and have at minimum 2.5 cm margins from the left and right edges and top and bottom of the page. The word count is strictly enforced. The actual word length of the document, not including references or appendices, should be clearly stated on the title page of the report. Written assignments should have the following structure:

1. A title page with the question, your student name and student number, word count of the text
2. The body of the report structured with paragraphs and with appropriate headings and citations, with page numbers.
3. Complete reference list of material cited in the text.
Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion Guide</td>
<td>40%</td>
<td>No</td>
<td>25 March 2021, 11:59pm (AEDT)</td>
</tr>
<tr>
<td>Survey</td>
<td>60%</td>
<td>No</td>
<td>16 April 2021, 11:59pm (AEST)</td>
</tr>
</tbody>
</table>

Discussion Guide

Assessment Type: Project
Indicative Time on Task: 8 hours
Due: 25 March 2021, 11:59pm (AEDT)
Weighting: 40%

Length: Discussion guide including 1,000 word ‘testing and iteration’ report + 1,500 word critical reflection (max.) (excluding references) Format: Team: Discussion guide (20%); Individual: Critical reflection (20%) Task: In this assignment, (i) develop, test, and iterate a discussion guide in your client project team; and (ii) individually perform a critical reflection on the development, design, testing, and iteration process, including key learnings and insights.

On successful completion you will be able to:

- Critically evaluate qualitative and quantitative research tools and processes.
- Balance pragmatic concerns with rigour when deciding which qualitative and or quantitative methods to use relative to the problem.
- Master the science and art of asking questions.
Survey

Assessment Type: Project
Indicative Time on Task: 14 hours
Due: 16 April 2021, 11:59pm (AEST)
Weighting: 60%

Length: Team: URL and 2 - 4 pages (max); Individual: 1,500 words (max.) (excluding references and appendices) Format: Team: Online survey design (30%); Individual: Critical reflection (30%)
Task type: Team and individual. Task: In this assignment, your client project team will design, test, and iterate an online survey based on the insights gained from Assignment 1 and your literature review, using an online survey tool of your choice. Each team member will complete a 1,500 word critical reflection.

On successful completion you will be able to:

• Critically evaluate qualitative and quantitative research tools and processes.
• Balance pragmatic concerns with rigour when deciding which qualitative and or quantitative methods to use relative to the problem.
• Master the science and art of asking questions.

1 If you need help with your assignment, please contact:
• the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
• the Learning Skills Unit for academic skills support.

2 Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Required text
There is no required textbook for this unit. Please refer to the weekly required readings in your online unit. All readings are available via the Macquarie University library and do not need to be purchased separately.

Delivery method
This unit will be delivered entirely online via the Coursera Learning Management System. Access to a personal computer is required to access the resources and learning materials on Coursera.
**Unit Schedule**

For this unit, Live Events (via the web conferencing software Zoom) will take place once a week starting in Week 1 and ending in Week 6. The links to the events are available via [Live Events](https://liveevents.mq.edu.au) in the online unit. Students are strongly advised to attend the Live Events. Recordings of the live events will be made available within 24 hours of the event and can be accessed via [Resources](https://resources.mq.edu.au) in the online unit.

Attending the Live Event each week is an opportunity to engage with the unit content, your Unit Convenor and classmates. Students are encouraged to complete specified Live Event preparation learning activities prior to each scheduled Live Event in order to get the most value out of these sessions.

**Please note:** The teaching schedule is subject to change. Please refer to your online unit for the latest schedule.

Live Events in weeks 1, 5, and 6 (bold) will be combined classes for GMBA8121 Advise and GMBA8122 Be curious

<table>
<thead>
<tr>
<th>Week</th>
<th>Live Events</th>
<th>Assessments</th>
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<tbody>
<tr>
<td>1</td>
<td>Webinar: Thursday 11 March 2021, 9-10am (AEDT)</td>
<td>A1 due: Thursday 25 March, 11:59pm (AEDT)</td>
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<tr>
<td>2</td>
<td>Webinar: Thursday 18 March 2021, 9-10am (AEDT)</td>
<td>A1 due: Thursday 25 March, 11:59pm (AEDT)</td>
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<td>4</td>
<td>Webinar: Thursday 1 April 2021, 9-10am (AEDT)</td>
<td>A1 due: Thursday 25 March, 11:59pm (AEDT)</td>
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<td>5</td>
<td>Webinar: Thursday 8 April 2021, 9-10am (AEST)</td>
<td>A2 due: Friday 16 April, 11:59pm (AEST)</td>
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<tr>
<td>6</td>
<td>Webinar: Thursday 15 April 2021, 9-10am (AEST)</td>
<td>A2 due: Friday 16 April, 11:59pm (AEST)</td>
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**Policies and Procedures**

Macquarie University policies and procedures are accessible from [Policy Central](https://policy.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](https://policy.mq.edu.au)
- [Academic Integrity Policy](https://policy.mq.edu.au)
- [Academic Progression Policy](https://policy.mq.edu.au)
- [Assessment Policy](https://policy.mq.edu.au)
- [Fitness to Practice Procedure](https://policy.mq.edu.au)
- [Grade Appeal Policy](https://policy.mq.edu.au)
- [Complaint Management Procedure for Students and Members of the Public](https://policy.mq.edu.au)
- [Special Consideration Policy](https://policy.mq.edu.au)

Students seeking more policy resources can visit [Student Policies](https://students.mq.edu.au).
Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- Getting help with your assignment
- Workshops
- StudyWise
- Academic Integrity Module

The Library provides online and face to face support to help you find and use relevant information resources.

- Subject and Research Guides
- Ask a Librarian

Student Enquiry Service

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

Equity Support

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.
IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the Acceptable Use of IT Resources Policy. The policy applies to all who connect to the MQ network including students.