



# GMBA8122

## Be Curious

Coursera term 5, Online-scheduled-weekday 2022

*Department of Management*

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### Disclaimer

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## General Information

Unit convenor and teaching staff

Fei Guo

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Credit points

5

Prerequisites

Admission to GMBA and 100cp at 8000 level

Corequisites

GMBA8121

Co-badged status

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://www.mq.edu.au/study/calendar-of-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

### Late Assessment Submission Penalty (written assessments)

Unless a [Special Consideration](#) request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. **Submission time for all written assessments is set at 11.55 pm.** A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for [Special Consideration](#).

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Discussion Guide</a>	55%	No	Week 3
<a href="#">Survey</a>	45%	No	Week 6

### Discussion Guide

Assessment Type <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 12 hours

Due: **Week 3**

Weighting: **55%**

Length: Team: Discussion guide including a 500-word 'testing and iteration' group report;  
Individual: 750-1000-word report including literature review and critical reflection.

Format: Team: Discussion guide (15%); Individual: Literature review and critical reflection (40%).

Task: In this assignment, you will (i) develop, test, and iterate a discussion guide in your project team; (ii) individually review relevant literature of subject matters and research methodologies, and 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 <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 12 hours

Due: **Week 6**

Weighting: **45%**

Length: Team: URL and 2-4 pages of a survey instrument including a 500-word 'testing and iteration' report; Individual: a 500-750-word report on research methodologies and critical reflection.

Format: Team: Online survey design (15%); Individual: Review of research methodologies and critical reflection (30%).

Task: In this assignment, your 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 500-750-word review of research methodologies and 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.

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<sup>1</sup> 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 [Writing Centre](#) for academic skills support.

<sup>2</sup> 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

For details please refer to your online unit on the Coursera platform.

## Unit Schedule

For details please refer to your online unit on the Coursera platform.

Live Events will take place via Zoom each week starting in Week 1 and ending in Week 6. The links to the events are available via Live Events in the Coursera unit.

You will need to use your Macquarie University student Zoom account to access the Live Events.

Attending the Live Event each week is an opportunity to engage with the unit content, your Unit Convenor, and classmates. Students are strongly advised to attend the Live Events. Recordings of the Live Events will be made available shortly after the event and can be accessed via the Coursera unit content.

## Policies and Procedures

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

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies](https://students.mq.edu.au/support/study/policies) (<https://students.mq.edu.au/support/study/policies>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central](https://policies.mq.edu.au) (<https://policies.mq.edu.au>) and use the [search tool](#).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

## Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](https://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a

range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

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

### The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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 Services and Support

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support](#) including information about finances, tenancy and legal issues

## Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](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.