AK3712 Bachelor of Business (Honours)

Graduate Profile for the Bachelor of Business (Honours)

The Programme Learning Goal that relates to each capability in the profile is shown in brackets.

A graduate of the Bachelor of Business (Honours) will be able to:

a. Critically review relevant business research contexts, including literature in the field, citing the investigations within those research contexts. (Knowledge/Understanding) (Programme Learning Goal 2)

b. Demonstrate application of business research methodology and methods developing critical analysis to complete an individual scholarly body of work. (Personal/Intellectual Autonomy) (Programme Learning Goal 4)

c. Have advanced capability to consider relevant social, ethical, environmental and sustainability dimensions of decisions in business research contexts. (Ethical/Professional Dispositions)

d. Define a business research problem, formulate a research question or issues, design and justify an appropriate methodology or approach which addresses the question or research issues. (Inquiry/Research/Creativity) (Programme Learning Goal 1)

e. Apply research skills relevant to the specific business areas of interest, such as appropriate methods of collection, analysis, creative processing and interpretation. (Skills/Application) (Programme Learning Goal 3)

f. Communicate effectively and to a scholarly standard. (Communication) (Programme Learning Goal 4)