

School of Business
**Honours Research
Program**

*Accounting and Finance • Economics • Tourism and Events Management
Marketing • Management*



Enhance your Competitive Edge and Kick Start your Professional Career

Join the Honours Research Program

Honours: An overview

The Honours program is designed for students who demonstrate high achievement throughout their degree. The JCU School of Business Honours program involves an additional year of study which includes a research thesis. An Honours degree is usually essential for entry to higher research degrees. Furthermore, Honours provides you with a superior qualification and subsequently the opportunity to secure superior employment in areas

such as consulting, management and market research just to name a few. You will gain advanced analytical skills that will enable you to progress faster in your chosen field.

A large percentage of students who undertake the Honours program gain full-time employment before their Honours completion. In fact, more and more employers (including government departments) are insisting prospective employees have graduated with Honours.



The School of Business offers two Honours programs: the BBus (Hons) – largely for students interested in management, marketing and tourism; and

the BEc (Hons) – for students pursuing more quantitative topics. Each program requires that students take 24 credit points of specified Honours subjects.

For the BBus (Hons), subjects are as follows:

Semester 1	Semester 2
BU4062:03 – Current Issues in Business Research BU4072:03 – Research Philosophy and Design BU4073:03 – Research Methods and Analysis BU4070:03 – Honours Thesis: Part 1 of 2*	BU4071:12 – Honours Thesis: Part 2 of 2*

* Note: Except with the approval of the Pro-Vice-Chancellor, all subjects in a chain offering must be studied in consecutive teaching periods.

For the BEc (Hons), subjects are as follows:

Semester 1	Semester 2
BU4062:03 – Current Issues in Business Research EC5214:03 – Case Studies in Applied Economics and Finance EC5213 or EC4703 – Financial Econometrics OR Advanced Econometrics BU4070:03 – Honours Thesis: Part 1 of 2*	BU4071:12 – Honours Thesis: Part 2 of 2*

* Note: With the approval of the Pro-Vice-Chancellor, this subject may be substituted for other post-graduate subjects.

Scholarships and Cadetships

Several private and public-sector institutions offer scholarships/cadetships to students. Details vary across institutions, but these scholarships are typically awarded to students who have performed well in their undergraduate degrees. They often provide the student with a living allowance

during the final (Honours) year of study, and some institutions will also contribute to the student's HECS-HELP bill.

For more information on Scholarships please go to www.jcu.edu.au/scholarships



Business – Honours Subjects

Townsville and Cairns Campuses

BU4062: Current Issues in Business Research (3 CP)

BU4062 is specifically designed for students who plan to do research of their own and/or who are interested in contemporary research issues in Business. It is structured around a series of staff seminars and is designed to add to students' general view of research in the School of Business whilst also allowing individual students to 'specialise' developing detailed awareness and knowledge of contemporary issues within a specific discipline. The staff seminars will be based on current research projects, so topics will change each year.

BU4072: Research Philosophy & Design (3 CP)

This subject introduces students to the notion of research philosophy and paradigms as "ways of seeing" the business world. Depending on one's paradigm orientation, people explain the same behaviour in different ways. The subject examines the contributions of various social theories to explaining and interpreting behaviour in business settings. Students will explore theories related to functionalism, structuralism, interpretive understanding, and social psychology to build understandings of business behaviour in its broadest context. The research philosophy forms the basis of the selected research design and includes identifying the

research problem and how the research investigation will be undertaken.

BU4073: Research Methods & Analysis (3 CP)

This subject develops research strategies and methodological skills and analyses relevant to business research. Topics considered include case studies, survey methodology, questionnaire construction, field work techniques, simulation methods, behavioural mapping and index construction. A range of data analysis techniques are addressed.

BU4070: Honours Thesis Part 1 of 2 (3 CP)

Honours projects are individual, supervised analyses

or topics pertaining to the School of Business. The thesis will normally be completed and submitted by November and will be of the order of 12,000-15,000 words. A public presentation of the thesis research is part of the assessment.

BU4071: Honours Thesis Part 2 of 2 (12 CP)

Honours projects are individual, supervised analyses or topics pertaining to the School of Business. The thesis will normally be completed and submitted by November and will be of the order of 12,000-15,000 words. A public presentation of the thesis research is part of the assessment.

Economics – Honours Subjects

Townsville Campus only

BU4062: Current Issues in Business Research (3 CP)

BU4062 is specifically designed for students who plan to do research of their own and/or who are interested in contemporary research issues in Business. It is structured around a series of staff seminars and is designed to add to students' general view of research in the School of Business whilst also allowing individual students to 'specialise' developing detailed awareness and knowledge of contemporary issues within a specific discipline. The staff seminars will be based on current research projects, so topics will change each year.

EECS214: Case Studies in Applied Economics & Finance (3 CP)

This subject is specifically designed for students who plan to do economic research of their own and/or who are interested in case studies in applied economics. During

the subject six different topics will be introduced by various different members of staff. Each topic will be discussed for just one week - during two separate three-hour workshops. In most cases, the first workshop will provide some theoretical background to the topic under consideration, while the second workshop will show how these theories are tested, empirically, in 'real life' case studies.

EC5213: Financial Econometrics (3 CP) (Either EC5213 or EC4703)

This subject provides an introduction to econometric tools most used in empirical economics and finance to gain understanding of the sources and characteristics of data. Topics include: Predictability of Asset returns, Volatility modeling (ARCH / GARCH / EGARCH and long memory processes), Cointegration analysis (Engle-Granger and

Johansen's methodologies and test for block exogeneity, Extreme-value theory, Modelling high-frequency data, Modelling and testing CAPM and APT Theories.

EC4703: Advanced Econometrics (3 CP) (Either EC5213 or EC4703)

This subject is designed to give students working knowledge of a broad array of topics in econometric theory and prepare them for empirical applications. Topics will include: Limit theorems, likelihood function, MLE, GLS, IV, GMM methods of estimation, three large sample classical statistical tests, Nonlinearity and nonstationarity tests, limited dependent variable models and qualitative response models. Single equation as well as simultaneous equations models. Micro and macro economic models analysis using SHAZAM, RATS, GAUSS, Eviews.

BU4070: Honours Thesis Part 1 of 2 (3 CP)

Honours projects are individual, supervised analyses or topics pertaining to the School of Business. The thesis will normally be completed and submitted by November and will be of the order of 12,000-15,000 words. A public presentation of the thesis research is part of the assessment.

BU4071: Honours Thesis Part 2 of 2 (12 CP)

Honours projects are individual, supervised analyses or topics pertaining to the School of Business. The thesis will normally be completed and submitted by November and will be of the order of 12,000-15,000 words. A public presentation of the thesis research is part of the assessment.

An Honours Degree at University

Answers to some frequently asked questions

1. Why would I do Honours?

The advantages of completing an Honours degree is that you develop more skills in understanding areas of study, you improve your ability to write and express complex information and you gain insights into the study area you research. The investment in yourself pays off with a superior qualification to other job applicants and enhanced skills to allow faster progression in your field. Tourism and economics students have gained special advantages from doing Honours but increasingly Business (Marketing, HRM, Operations & Information Systems) students and accounting students are completing the Honours course. Undertaking Honours is a "pay off" for having superior grades throughout your degree. Honours will certainly distinguish you from those with a standard three year degree.

2. Do employers care if I do Honours?

The Commonwealth Government in particular frequently insists on Honours degrees for a range of public service jobs, while many other employers appreciate the advantages you have acquired in investing more time in your education. Employers particularly value your ability to analyse situations, to write research summaries and reports and to have a very up-to-date knowledge of your subject area.

3. Does Honours cost a lot?

The Honours Degree is charged at the same rate as another year

at the undergraduate level (many other degrees are four years long and most degrees in international universities are four or more years, so in doing Honours you are working at the same level as the rest of the world).

4. What do I actually do in Honours?

You complete 3 subjects which provide an awareness of current issues, develop ways of approaching research. This builds your awareness of research methods, statistics and how to communicate information. You also undertake a thesis approximately 50 pages in length.

5. Do I have to have a thesis topic in mind?

No, there is a process of working out what is a good topic, what is interesting and needs researching and where a supervisor can effectively guide you. Getting a topic is never a problem.

6. Is it like being in an undergraduate class?

Not exactly. The Honours degree involves more direct contact with senior staff and you have fewer lectures as you participate more in presentations and discussions.

7. How many people do Honours?

Approximately 10 students a year do Honours from all areas of the School of Business.

8. How does supervision work?

It is a senior partner – junior partner kind of relationship where you have meetings

approximately once a week with one staff member for 45 minutes. Here you discuss your plans, your reading, methods you are going to use, data collection, ethics issues and your thesis writing.

9. How hard is it to do the thesis?

It is a thorough piece of work but if you have been averaging credits or better (the basis of your invitation to do Honours) we believe you have the ability to succeed at Honours with good supervision and consistent effort on your part.

10. What is the satisfaction level for Honours students?

Overwhelmingly high. There are plenty of past Honours students who can tell you that they learned a great deal in Honours and it changed (in a positive way) their view of University study. Working with other highly intellectual students, and sharing the work, tends to be enjoyable and challenging.

11. Can we all do well in Honours or is there a grading on the curve where only a percentage can get a good score?

Honours overall is marked in terms of classes 1, 2A, 2B, 3rd and fail. All students can do well and there is no quota. We have not had a failure for Honours at JCU due to our care of Honours students. A first class or 2A Honours is a direct path into a PhD.

12. Can my work be published?

Yes – the Honours thesis is set

up in a way that a good piece of work can appear in a refereed journal for a little bit of "fame" and certainly as a record of your achievement that adds to your employment prospects.

13. Can I do Honours part time? Or start in second semester?

Yes, part time over 2 years but one intense year is recommended. Semester one enrolment only.

14. Can I work and do Honours?

Yes but at 10-12 hours of work per week – not too much more as you need to have plenty of time for reading and preparing the thesis and discussion papers.

15. How do I enrol?

Students intending to take up Honours in 2013 need to discuss their Honours program with the Honours coordinator and take their signed paperwork to the Faculty Student Office. Students do not enrol for Honours online.

16. What to do if I need more information or have further specific questions?

If you have administrative type questions please speak with Professor Philip Pearce, the Honours Coordinator in Townsville or Ms Brigitte McKaskill, Associate Registrar, Faculty office in Cairns. Alternatively speak with an academic aligned with your general research area to assist you with your research topic and other related questions.

For more information contact the School of Business

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