

School of Business and Economics

# Honours Research Program



# Enhance your Competitive Edge and Kick Start your Professional Career

## JCU 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 of learning 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](http://www.jcu.edu.au/scholarships)



#### [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 student 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 student seminars will be based on current research projects, so topics will change each year.

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#### [EEC5214: 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

#### [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

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

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 \(12 CP\)](#)

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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 \(3 CP\) \(Either EC5213 or EC4703\)](#)

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