

Module Title: Dissertation	Level: 6	Credit Value: 40
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Module code: BUS635 (BA) BUSI635 (MBus/MAccFin)	Cost Centre: GAMG	JACS2 code: N200
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Trimester(s) in which to be offered:	<ul style="list-style-type: none"> ▪ Trimester 2 and 3 (F/T 2 year) ▪ Semester 1 and 2 (F/T 3 year and P/T) 	With effect from: September 2016
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Office use only: To be completed by AQSU:	Date approved: September 2014 Date revised: August 2016 (to incorporate MBus / MAccFin only) Version no: 4
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Existing/New: Existing	Title of module being replaced (if any): Project
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Originating School: Business	Module leader: Dr Jan Green
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Module duration (total hours): 400	Status: core/option/elective (identify programme where appropriate): See below
Scheduled learning & teaching hours: 60	
Independent study hours: 340	
Placement hours: 0	

Programme(s) in which to be offered: MBus Business (option) MAccFin Accounting and Finance (option) BA (Hons) Applied Business (core) BA (Hons) Business (option) BSc (Hons) Entrepreneurship (core) BA (Hons) Hospitality Tourism and Event Management (option) BA (Hons) Global Business (option) BSc (Hons) Marketing and Consumer Psychology (core) BA (Hons) Accounting and Finance (option) BSc (Hons) Sports Management (core)	Pre-requisites per programme (between levels): None
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Module Aims:

The project aim is for students to demonstrate the application of knowledge and skills gained during the undergraduate programme of study in an independent, self-motivated, enquiring and problem-solving manner. This serves to extend, underpin and enhance learning through the identification of a business/management problem which requires theoretical research, structured data collection, subsequent analysis leading to conclusions and recommendations.

Expected Learning Outcomes:

At the end of this module, students should be able to:

Knowledge and understanding

1. Accurately identify and specify the nature and characteristics and variables of relevance to a problem or investigative topic within the management or business domain. (KS1, KS3, KS4, KS5, KS6, KS9)
2. Design and write a logical and methodologically sound research proposal as a basis for undertaking a researchable project independently. (KS1, KS3, KS4, KS5, KS6)
3. Select and apply the key, critical components of academic research methods to the identified problem or investigative topic (KS1, KS3, KS4, KS5, KS6, KS9)
4. Complete a practical or theoretical research project and to demonstrate support and rationale for the purpose, research methods and subsequent outcomes of the project. (KS1, KS3, KS4, KS5, KS6, KS9, KS10)

Key skills for employability

1. *Written, oral and media communication skills*
2. *Leadership, team working and networking skills*
3. *Opportunity, creativity and problem solving skills*
4. *Information technology skills and digital literacy*
5. *Information management skills*
6. *Research skills*
7. *Intercultural and sustainability skills*
8. *Career management skills*
9. *Learning to learn (managing personal and professional development, self management)*
10. *Numeracy*

Assessments:

1. A formal research proposal including the terms of reference for the project, evidence of initial literature searching and an outline of the methodology and analytical methods to be applied. A time-bound project plan is also incorporated into the proposal. Submitted in mid-trimester 1.
2. Final project report incorporating the terms of reference/problem, literature search and review, methodology, data analysis, findings and discussion chapters.

Students on the BA (Hons) Applied Business programme will undertake assessment tasks based on their partnered employer.

Students enrolled on the BUSI635 module, i.e. those enrolled on MBus or MAccFin are asked to note that Integrated Masters regulations only permit two attempts at this assessment.

Assessment	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count or equivalent if appropriate
1	LO: 1, 2	Research Proposal	20%	N/A	1,500
2	LO: 3, 4	Project Report	80%		7,500

Learning and Teaching Strategies:

This module covers two trimesters. In trimester one there will be a formal weekly lecture on research methods and data analysis techniques.

Lectures will be provided to students digitally, a minimum of three working days before the classroom tutorials. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises.

The module is embedded within the values and practices espoused in the Glyndŵr University's Teaching and Learning and Assessment strategy whereby students are encouraged to take responsibility for their own learning and staff facilitate the learning process, with the aim of encouraging high levels of student autonomy in learning and the capacity to apply it within the wider environment.

Students will be encouraged to select dissertation topics that reflect their programme route, specialisms and area of career interest that has the potential to serve as a reference for the student. Teaching content will also cover the critical issue of access to data.

In addition students will attend individual supervision sessions, to enable academic staff to effectively manage progression, prior to submission of the research proposal in place of lectures. Additional tutorials may be provided In trimester 2 and will be tailored to the needs of students as they progress with the project and may include IT skills, data analysis and drawing conclusions. Throughout trimester 2 the individual supervision sessions continue to provide in-depth support, monitor progression, provide guidance and feedback to effectively meet student needs in the completion of the project.

Syllabus outline:

1. Project introduction, structure, management and assessment

2. Choosing a research topic – terms of reference, project planning
3. Research methods, approaches, techniques and practicalities
4. Searching the relevant literature, identify variables and recording progress
5. The project proposal and structure
6. Writing the literature review – structure and content
7. Writing the methodology chapter – justification, methods and analysis
8. Types of data collection – the questionnaire, interviews
9. Qualitative data analysis
10. Quantitative data analysis
11. Precautions – reliability, bias and validity
12. Computer packages to support data analysis
13. Organization of findings, analysis and discussion
14. Drawing conclusions and making recommendation
15. Presentation of the report
16. Reflective practices.

Bibliography:

Essential reading

Walliman, N. (2013) *Your undergraduate dissertation: the essential guide for success*, 2nd. Edn., Sage Publications, London

Other Indicative Reading

Brett-Davies, M. and Hughes, N. (2014) *Doing a Successful Research Project: Using Qualitative or Quantitative Methods*, 2nd. Ed., Palgrave Macmillan, Basingstoke.

Collis, J. and Hussey, R. (2013) *Business Research: A Practical Guide for Undergraduate and Postgraduate Students*, Sage Publications, London

Denscombe, M. (2010). *The good research guide: for small-scale social research projects*, 4th Edn., Open University Press, Maidenhead.

Greethan, B. (2009) *How to Write Your Undergraduate Dissertation*, Palgrave Macmillan, Basingstoke.

Kumar, R. (2014) *Research Methodology: A Step by Step Guide for Beginners*, 4th Edn., Sage Publications, London

Rearden, D. (2006) *Doing your undergraduate project*, Sage Publications, Thousand Oaks.

Ridley, D. (2012) *The Literature Review: A step-by-step Guide for Students*, 2nd Edn., Sage Publications, London

Saunders, M, Lewis., P. and Thornhill, A. (2012) *Research Methods for Business Students*, 6th Edn., Pearson Education, Harlow

Walliman, N. (2011) *Your Research Project: Designing and Planning Your work*, 3rd Edn., Sage Publications, London.

Wilson, J. (2014) *Essentials of Business Research: A Guide to Doing Your Research Project*, 2nd Edn., Sage Publications, London.

Wisker, G. (2009) The Undergraduate Research Handbook, Palgrave Macmillan, Basingstoke.

Websites

info.lesphinx.eu/en/resources/pdf/Handbook

Journals

International Journal of Organizational Analysis

Journal of Mixed Methods Research

Organizational Research Methods

Qualitative Research in Organizations and Management: An International Journal