

Module Code:	BUS635
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Module Title:	Dissertation
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Level:	6	Credit Value:	40
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Cost Centre(s):	GAMG	<u>JACS3</u> code:	N200
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School:	Social & Life Sciences	Module Leader:	Neil Pritchard
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Scheduled learning and teaching hours	60
Guided independent study	340
Placement	0
Module duration (total hours)	400

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons) Business	✓	<input type="checkbox"/>
BA (Hons) Accounting & Finance	✓	<input type="checkbox"/>
BA (Hons) Hospitality, Tourism & Event Management	✓	<input type="checkbox"/>
BA (Hons) Human Resource Management	✓	<input type="checkbox"/>
BA (Hons) Marketing	✓	<input type="checkbox"/>
BSc (Hons) Financial Technology Management	✓	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: 29/06/2018

Version no:1

With effect from: 20/09/2020

Date and details of revision: October 2020 – revised Module Aims for accreditation at HKIT

Version no: 2

Module Aims

The aim of the dissertation module is for students to demonstrate the application of knowledge and skills gained during the undergraduate programme of study in BA (Hons) Business, BA (Hons) Accounting & Finance and BA (Hons) Hospitality, Tourism and Event Management, BA (Hons) Human Resource Management, BA (Hons) Marketing and BSc (Hons) Financial Technology Management 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 in either business, accounting & finance, HTEM, HRM, Marketing and Financial Technology related areas which requires theoretical research, structured data collection, subsequent analysis leading to conclusions and recommendations

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

At the end of this module, students will be able to		Key Skills	
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	KS5
		KS3	KS6
		KS4	KS9
2	Design and write a logical and methodologically sound research proposal as a basis for undertaking a researchable project independently.	KS1	KS5
		KS3	KS6
		KS4	
3	Select and apply the key, critical components of academic research methods to the identified problem or investigative topic.	KS1	KS5
		KS3	KS6
		KS4	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	KS5
		KS3	KS6
		KS4	KS9
		KS10	

Transferable skills and other attributes

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*

Derogations

None

Assessment:

Indicative Assessment Tasks:

Indicative Assessment 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-semester 1

Indicative Assessment 2:

Final project report incorporating the terms of reference/problem, literature search and review, methodology, data analysis, findings and discussion chapters.

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

Indicative Bibliography:**Essential reading**

Saunders, M.N.K., Lewis, P. & Thornhill, A. (2015) 'Research Methods for Business Students', 7th Edn., Pearson

Other indicative reading**Textbooks:**

Walliman, N. (2013) 'Your Undergraduate Dissertation: The Essential Guide for Success', 2nd. Edn., Sage Publications, London

Greethan, B. (2014) '*How to Write Your Undergraduate Dissertation*', 2nd Edn., Palgrave Macmillan, Basingstoke.

Feather, D. (2015) '*From Proposal to Thesis: Writing an Undergraduate Dissertation*', 2nd Edn., White & MacLean Publishing.

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. (2017) '*The Good Research Guide: For Small-Scale Social Research Projects*', 5th Edn., Open University Press, Maidenhead.

Websites:

www.managers.org.uk – Chartered Management Institution