

## Module specification

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Module code	BUS692
Module title	Dissertation
Level	6
Credit value	40
Faculty	SLS
Module Leader	Neil Pritchard
HECoS Code	100089
Cost Code	GAMG

### Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Business and Management	Core
BA (Hons) Accounting and Finance Management	Core
BA (Hons) International Business	Core
BA (Hons) Marketing and Business	Core
BA (Hons) Business and Human Resource Management	Core
BA (Hons) International Tourism and Hospitality Management	Core

### Pre-requisites

None

### Breakdown of module hours

Learning and teaching hours	60 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	10 hrs
<b>Total active learning and teaching hours</b>	<b>60 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	330 hrs
<b>Module duration (total hours)</b>	<b>400 hrs</b>

<b>For office use only</b>	
Initial approval date	November 2021
With effect from date	September 2022
Date and details of revision	
Version number	1

## Module aims

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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 all programme routes 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 any other business related area which requires theoretical research, structured data collection, subsequent analysis leading to conclusions and recommendations.

## Module Learning Outcomes - at the end of this module, students will be able to:

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.
2	Design and write a logical and methodologically sound research proposal as a basis for undertaking a researchable project independently.
3	Select and apply the key, critical components of academic research methods to the identified problem or investigative topic
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.

## Assessment

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Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

### 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 (Word count - 1500 words)

**Indicative Assessment 2:**

Final project report incorporating the terms of reference/problem, literature search and review, methodology, data analysis, findings and discussion chapters. (Word count - 7500 words)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	2	Written Assignment	20%
2	1,3,4	Written Assignment	80%

**Derogations**

None

**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 Glyndwr 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.

**Indicative 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:**

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Please note the essential reads and other indicative reading are subject to annual review and update.

### **Essential Reads**

Saunders, M.N.K., Lewis, P. and Thornhill, A. (2019), *Research Methods for Business Students*. 8th ed. Harlow: Pearson.

### **Other indicative reading**

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

Collis, J. and Hussey, R. (2021), *Business Research: A Practical Guide for Students*. 5th ed. Basingstoke: Macmillan.

Denscombe, M. (2021), *The Good Research Guide: Research Methods for Small-Scale Social Research*. 7th ed. Maidenhead: Open University Press.

Feather, D. (2015), *c: Writing an Undergraduate Dissertation*. 2nd ed. Belgium: White & MacLean Publishing.

Ghuri, P., Grønhaug, K. and Strange, R. (2020), *Research Methods in Business Studies*. 5th ed. Cambridge: Cambridge University Press.

Greethan, B. (2019), *How to Write Your Undergraduate Dissertation*. 3rd ed. Basingstoke: Palgrave Macmillan,.

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

**Websites:**

[www.managers.org.uk](http://www.managers.org.uk) – Chartered Management Institution

## **Employability skills – the Glyndŵr Graduate**

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Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

### **Core Attributes**

Engaged  
Enterprising  
Creative  
Ethical

### **Key Attitudes**

Commitment  
Curiosity  
Resilience  
Confidence  
Adaptability

### **Practical Skillsets**

Digital Fluency  
Organisation  
Leadership and Team working  
Critical Thinking  
Emotional Intelligence  
Communication