

Module specification

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Module code	BUS7C4
Module title	Dissertation
Level	7
Credit value	60
Faculty	FSLS
HECoS Code	100079
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MSc International Business Management MSc International Business and Finance Management MSc International Marketing Management MSc International Hospitality and Tourism Management MSc International Health Services Management MSc International Human Resource Management MSc International Business and Data Analytics Management MSc International Business and Supply Chain Management MSc International Business Management with Advanced Practice MSc International Business and Finance Management with Advanced Practice MSc International Marketing Management with Advanced Practice MSc International Hospitality and Tourism Management with Advanced Practice MSc International Health Services Management with Advanced Practice	Core across all pathways

MSc International Human Resource Management with Advanced Practice MSc International Business and Data Analytics Management with Advanced Practice MSc International Business and Supply Chain Management with Advanced Practice	
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Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	20 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	4 hrs
Project supervision (level 6 projects and dissertation modules only)	12 hrs
Total active learning and teaching hours	36 hrs
Placement / work based learning	0 hrs
Guided independent study	564 hrs
Module duration (total hours)	600 hrs

For office use only	
Initial approval date	8 th August 2022
With effect from date	January 2023
Date and details of revision	
Version number	1

Module aims

This module will support students in carrying out an independent research dissertation or business project on a topic directly related to their working context and programme

specialism. The aims of the dissertation/business project are to support students in identifying a contemporary managerial problem that is sufficiently complex to warrant investigation as a means of identifying possible solutions. Enable students to apply knowledge and expertise gained during the taught element of the programme; demonstrate mastery of a specific area of the subject; and facilitate the development of applied research skills. To provide an insight into the nature and make up of academic research and to enable students to undertake a focussed dissertation research project.

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

1	Develop a viable research/project question/problem with a supporting aim and objectives that demonstrates rigour and is ethically sound.
2	Search literature relating to the proposed research/project topic in a systematic manner and synthesise and critically evaluate the literature to produce a narrative collating the review findings in support of a specific research question.
3	Develop, outline and work within a comprehensive research framework which integrates relevant research methodologies, research design, research quality measures and any ethical issues related to the research.
4	Analyse empirical data in a critical manner appropriate to the methodology outlined and present and review the results/findings in an appropriate format.
5	Synthesise the research findings and propose strategic recommendations of relevance to both practitioners and academics.

Assessment

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.

Assessment 1 (equivalent to 18,000 words) produce a dissertation with a clear structure that demonstrates academic writing competence and the use of accurate referencing. The extended writing piece will be framed by a research questions. The dissertation will outline a coherent literature review, research methodology and present findings/results drawn from the analysis and interpretation of the empirical data which has been collected independently. The discussion of the research findings/results will be followed by conclusions, strategic recommendations, and areas for further research.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2, 3, 4, 5	Dissertation/Project	100%

Derogations

None

Learning and Teaching Strategies

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute as a means of developing critical skills. Supervised learning will be activity based using real world case studies and live examples to apply the theory into practice and develop their decision making and evaluating skills. In addition, students will be encouraged to undertake self-directed study and further research on selected topics to acquire additional perspectives which will provide them with a deeper understanding of the topics covered.

Indicative Syllabus Outline

- Structure and content of the dissertation
- The research plan
- The nature and purpose of a literature review
- Sources of information
- Reading techniques
- The role of the supervisor
- Academic rigor

Indicative Bibliography:

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

Essential Reads

Ridley, D. (2012), *The Literature Review: A Step-By-Step Guide for Students*. 2nd ed. London: Sage.

Gray, D. (2019), *Doing Research in the Business World*. 2nd ed. London: Sage.

Other indicative reading

Easterby-Smith, M., Thorpe, R., Jackson, P.R. and Jaspersen, L.J. (2021), *Management and Business Research*. 7th ed. London: Sage.

Lomas, R. (2011), *Mastering Your Business Dissertation*. Oxford: Routledge.

O’Leary, Z. (2017). *The Essential Guide to Doing Your Research Project*. 3rd ed. London: Sage.

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

There is a wide range of additional texts available which cover specific bodies of knowledge, methodologies and analytical techniques in more depth which can be selected, based on the research topic selected by the student. Allocated supervisors will provide additional guidance.

Journals:

Journal of Business Research Methods
Specific subject journals should be consulted.

Employability skills – the Glyndŵr Graduate

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

Critical Thinking

Communication