



UNIVERSITY OF WALES: TRINITY SAINT DAVID
PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

School of Business

London Campus

Dissertation
LCBB6000

MODULE CODE:	LCBB6000
TITLE:	Dissertation
DATED:	13/06/2018
LEVEL:	6
CREDITS:	40
JACS CODE:	N200

AIM(S)

- The dissertation provides an opportunity for students to produce a substantial body of work which has been instigated, developed and produced as a consequence of their own initiative. The dissertation normally arises from individual interest, or from a professional internship period, but will require the student to undertake an independent research investigation. In this context, it will also aim to allow the student to apply a range of analytical skills and techniques, and to develop research based skills by undertaking structured and methodical research.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- develop a suitable and appropriate research proposal;
- critically appraise the literature pertaining to a problem domain;
- evaluate, select and apply relevant research techniques in both primary and secondary fields;
- rigorously analyse the evidence gathered;
- generate and justify appropriate conclusions based on the previous analyses, demonstrating awareness of the limitations of the research;
- produce an organised and structured document that adheres to academic convention.

INDICATIVE CONTENT

- Developing and structuring a research proposal: problem identification, formulating.
- Aims/hypotheses, sampling, ethical issues, and the practicalities of design.

- Research principles and approaches (e.g. the research process, purpose, sources of data including primary/secondary research, quantitative/qualitative data, objective/hypothesis formation, reliability, validity, generalisability).
- Research design strategies, (e.g. action research, experiments, surveys, case studies, ethnography), their advantages and limitations, and their suitability to a variety of research contexts.
- Data collection & sampling methods (e.g. interviews, questionnaires, observation), and their advantages and limitations in a variety of contexts.
- Data analysis of both qualitative and quantitative information, including the use of appropriate computer software, e.g. SPSS, Survey Monkey.
- Development of documentation for academic dissertations.
- Subject-specific content as required.

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	40	10%
Independent learning	360	90%
Placement learning	0	0%
TOTAL	400	100%

ASSESSMENT

Assessment Component 1 - Coursework

Mode of assessment	Volume	Weighting
A written research proposal	1,500 - 2,000 words	10%

Assessment Component 2 - Coursework

Mode of assessment	Volume	Weighting
Individual Dissertation	6,000 words	90%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

READING LIST

Module Code	LCBB6000	
Module Title	Dissertation	
Classification	Reading List entry	Electronic*
Essential	Saunders, M.N.K. (2019) Research methods for business students. 8th ed. Harlow: Pearson.	√
Essential	Adams, J. (2014) Research Methods for Business and Social Science Students. New Delhi: SAGE Publications.	√
Essential	O’Gorman, K. (2015) Research methods for business & management: a guide to writing your dissertation. 2nd ed. Oxford, England: Goodfellow Publishers Ltd.	√
Further	Duignan, J. (2016) A dictionary of business research methods. Oxford: Oxford University Press.	√
Further	Denscombe, M. (2012) Research proposals: a practical guide. New York: McGraw Hill Open University Press.	√
Further	Blaxter, L. (2010) How to research. Fourth edition. Maidenhead, England: McGraw-Hill/Open University Press.	√
Further	Dul, J. (2008) Case study methodology in business research. Oxford: Butterworth-Heinemann.	√
Further	Patton, M.Q. (2015) Qualitative research and evaluation methods. 4th edition. Los Angeles: SAGE.	√
Further	Oliver, P. (2012) Succeeding with your literature review: a handbook for students. Berkshire, England: Open University Press; McGraw-Hill.	√
Further	Denscombe, M. (2014) Good Research Guide: For Small-Scale Social Research Projects. 5th ed., McGraw-Hill Education.	√
Further	John Adams (ed.) (2007) Research methods for graduate business and social science students. London: Response.	√
Further	Keegan, S. (2009) Qualitative research: good decision making through understanding people, cultures and markets. London: Kogan Page.	√
Further	Curwin, J. (2013) Quantitative Methods for Business Decisions. [Place of publication not identified], CENGAGE Learning.	√
Further	Murray, N. (2008) Writing up your university assignments and research projects: a practical handbook. New York: Open University Press.	√