



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

School of Business

London Campus

Dissertation
LCMB7020

MODULE CODE:	LCMB7020
TITLE:	Dissertation
DATED:	17/05/2018
LEVEL:	7
CREDITS:	60
JACS CODE:	X210

AIMS

- To develop in the student an understanding of the application of research methodologies, and an ability to frame a research proposal.
- To develop in the student the ability to report research results in written format to an academic and/or professional audience, and to further develop the student's capacity for critical analysis and independent thought.

Prerequisites

It is a prerequisite of this module that students attend a series of Research Methodology workshops and as a result have produced a successful research proposal for a dissertation. The workshops are intended to prepare students for the requirements of independent research and to enhance their professional competencies necessary for this purpose. This will ensure that students will:

- have developed a clear focus for their research, inquiry or investigation;
- have identified the context, boundaries and stakeholder interests;
- have considered research perspectives and ethical concerns and procedures;
- have considered research perspectives and ethical concerns and procedures; are informed about data collection and analysis and are in a position to successfully complete their research project.

All MBA Pathway students must write their Research Proposal and Dissertation that relates to the pathway specialism, e.g. (MBA Marketing Management) must choose a Marketing Management theme. Students will be given guidance in the Research Methods workshops and, following the Research Proposal submission, on the parameters of the specialist themes. Once the Research Proposal has been successfully completed, the dissertation module provides the student with the necessary support and opportunity to produce a substantial specialist body of research (15,000 words) which has been instigated, developed and produced as a consequence of their own research initiative.

Only on the successful completion of Part 1 and the research proposal, will the student be formally invited to submit a dissertation.

LEARNING OUTCOMES

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

- prepare a research/independent study proposal that provides evidence that the topic to be studied is worth addressing; that the way the proposal addresses the topic is both appropriate and feasible in terms of intended activities, outcomes and resources and thus establishes its importance to both academic and professional communities;
- plan, manage and execute an in depth research, inquiry or investigation with a business and/or management focus by applying the principles of research design to the formulation of a research question including, where appropriate, formal hypotheses that can be tested and the selection of appropriate research methods for answering these questions;
- critically evaluate the appropriateness of qualitative/quantitative methods of data collection, in combination as necessary, to analyse, synthesise, interpret and present the resulting data and the applications of those methods by other researchers in other contexts;
- demonstrate the ability to conduct research under supervision in a business and management context including the ability to review published literature critically, show conceptual and theoretical understanding, identify research problems, use project management skills to budget, manage time and other resources, handle data, interpret results and disseminate findings in a way that is consistent with professional business and management practice and normal principles of research ethics;
- exhibit the analytical, numerical, literacy, communication and computer skills to enable critical research to be undertaken and be able to apply those transferable skills to develop research based inquiry in future employment settings.

INDICATIVE CONTENT

- The complexities and practical issues of business and management research: Independent learning and development; stakeholder interests and ethical considerations; the investigative process; philosophical considerations; the use of theory; the importance of on-going clear communication.
- The importance of clear aims and objectives: project management, use of project management skills to budget, manage time and other resources, building and managing relationships; learning and reflection, reviewing and judging.
- Exploring the literature, writing a literature review, reviewing published literature critically, showing conceptual and theoretical understanding, identifying research problems and questions.

- Choosing a research method, data collection and sampling, data analysis and interpreting results, reliability and validity of data, evidence based approach; disseminating findings in a way that is consistent with professional business and management practice. Drawing valid conclusions and recommendations. Reflecting on the research process and outcomes and the learning experience.

TEACHING AND LEARNING STRATEGY

The indicative content and requirements of the dissertation will be introduced at the end of Part 1 by an intensive research methodology workshop “Developing research competence and the research proposal” which is designed to bridge and enhance research knowledge and competencies. At the end of stage 1, students will be expected to produce and present an initial 2000 word research proposal prior to the commencement of the dissertation research at stage 2.

In stage 2, students will be expected to manage their own learning and implement their own research programme of study over the dissertation period. Students will be allocated a supervisor who will meet with each student on a regular basis in order to monitor research progress (this will be for a minimum 8 meetings).

Guidelines and progress deadlines will be given to students at appropriate times in order to facilitate continued progress.

CLASS CONTACT

Stage 1: Developing research competence and the research proposal

Stage 2: The Dissertation

Activity type	Hours	Percentage
Scheduled learning	30	5%
Independent learning	570	95%
Placement learning		
TOTAL	600	100%

ASSESSMENT**Assessment Component 1 - Coursework**

Students are required to produce a viable research proposal that provides a persuasive and convincing argument for the research to be undertaken, clear aims and objectives and an understanding of research design and project management. Although this assessment component is formative only and is not assessed in itself, this component must be completed successfully before the student can proceed to submission of the weighted assessment.

Mode of assessment	Volume	Weighting
Research Proposal	2000 words	PASS/REFER

Assessment Component 2 - Coursework

Mode of assessment	Volume	Weighting
Thesis	15000 words	100%

Assessment Summary

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

READING LIST

Module Code	LCMB7020	
Module Title	Dissertation	
Classification	Reading List entry	Electronic*
Essential	Anderson, T. and Kanuka, H. (2006) E-research methods, Strategies and Issues, London: Allyn and Bacon	☒
Essential	Davies, M. (2007) Doing a successful Research Project. New York: Palgrave MacMillan Hart C (2004) Doing Your Masters Dissertation (Essential Study Skills series), London: Sage Publications	☒
Essential	Kinneer, P.R. and Gray, C. D. (2007) SPSS 15 Made Simple, Hove: Psychology Press.	☒
Essential	Saunders, M. et al (2006) Research Methods for Business Students, Harlow: Prentice Hall.	☒
Essential	Cresswell, J. (2002) Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, London: Sage Publications	☒
Further	Gardiner, P. (2015) Project Management: A Strategic Approach, 2nd ed., Basingstoke, Palgrave.	☒
Further	Brown, R.B. (2006) Doing your dissertation in business and management : the reality of researching and writing. London: Sage Publications.	☒
Further	Cameron, S. and Price, D. (2009) Business research methods: a practical approach London: Chartered Institute of Personnel and Development.	☒
Further	Davies, M.B. (2007) Doing a successful research project: using qualitative or quantitative methods Basingstoke : Palgrave Macmillan.	☒
Further	Fisher, C.M. & Buglear, J (2010) Researching and writing a dissertation: an essential guide for business students 3rd ed., Harlow : Financial Times/Prentice Hall.	☒