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LCMB7020

MBA Dissertation Workshop

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Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



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Agenda

- Thesis structure
- How to begin your thesis
- How to improve your performance
- Essential reading

Dissertation Assessment

- Assessment Component 1 – Coursework:
Research proposal: 2000 words. Weight: Pass/refer.
- Assessment Component 2 – Coursework
Thesis: 15,000 words. Weighted: 100%.

Research Proposal – The Big Picture

Your proposal describes your proposed plan of work:

- What you intend to study (scope and research questions).
- How you intend to study your topic (methodology).
- Why this topic needs to be studied (significance).
- When you will complete this work (timeline).
- Where you will conduct this work (Occasionally).

Typical Thesis Structure

- Title
- Declaration
- Acknowledgements
- Abstract
- Contents page
- Main body
- Bibliography
- Appendices

Typical Thesis Structure – Main Body

- **Chapter 1:** Introduction
- **Chapter 2:** Literature Review
- **Chapter 3:** Research Methodology
- **Chapter 4:** Findings and Analysis
- **Chapter 5:** Discussion
- **Chapter 6:** Conclusion and Recommendations

Selecting a Research Topic

- Select a research topic that you have enough information about, and that is interesting to you (focus on an interesting topic)
- Do not select a broad topic (e.g. HRM or Operation Management)
- You must select a narrow topic rather than a broad and sweeping one
- Do not select complicated research topics
- Do not select a research topic that you cannot find enough academic articles related to that topic (lack of existing literature)
- Select a topic in which you can find enough data

Consider Your Research Questions

Your research question informs the reader what answer you are looking to provide for a problem in your field, which you will research.

A good research question:

- Non-biased
- Answerable
- Relevant
- Intriguing
- Pertinent
- Focused
- Non-biased

Data Collection

- Primary data or secondary data
- Qualitative approach (nonnumerical data) or quantitative approach (numerical data)
- Make sure you receive ethics approval before collecting your primary data
- Reliability, reliability, and originality of data
- Limited time for collecting data

Essential Reading

Source:

Saunders, M. et al (2019) Research Methods for Business Students; 8th Edition; Harlow: Prentice Hall.

How Your Supervisor Can Help

The thesis is ***your*** responsibility. BUT: your supervisor has more experience and can help.

- Agree on an outline before you start writing.
- Provide your drafts for feedback.
- Don't ignore advice. If you disagree, discuss it.
- Ultimately, *you* will need to know everything about your thesis.
- If you are stuck, talk to your supervisor.

Thank You 😊

Very Good Luck With Your Dissertation