



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



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Placement Research Project [BMIH6006/8]

Session Focus :
Project Report -
Introduction and Review of
Literature.

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Content

Today's Aims

- Project Content – Writing your Project Focus / Title / Aims / Objectives.
- Introduction - - What to include / How to Write?
- Review of Literature - - What to include / How to Write?
- General Guidance on Report Writing.
- Recap.

*Project Focus

- Project Content – Focus / Title / Aims / Objectives.

- Research Focus : Refer to your Initial Ideas form:



- **Consider your 'Working Title'** - - What are you going to do / complete - - Link this within your Title.
- ***Remind yourself of your focus*** - - Re-state your Aims and Objectives at the start of each section - - *each section should remind the reader of your aim / objectives.*

*Project Title

- The title is usually very similar to, or the same as the broad aim of your Report. It needs to include a higher order verb, e.g. 'To evaluate critically...'
- At the Outset of the research , set a 'Working Title'
- The final version of the title may change before you submit, but it is essential to have a *working title* that is focused and based on your research aim and objectives. *This will help to keep you 'on track' when you are researching and not get distracted into other areas that seem more interesting.*

*Aim and Objectives

- Specify ONE broad **AIM** – the overarching thing that you want the report to achieve.
- Then break the aim up into **OBJECTIVES** – smaller, more precise & measurable things that you want to achieve (typically 3 or 4)
 - The objectives should indicate **WHAT** you will achieve not HOW.
 - Use **higher order verbs**. For example, 'To Evaluate Critically...', 'To Analyse the...', etc. We do not use verbs such as 'list', 'state' because they are too easy to achieve - - - Remember this a Level 6 module!
 - Note the objectives by number - - Objective 1 / Objective 2.....

*Aim / Objective Examples:

“The aim of this Report is to critically evaluate the Hospitality Industry (*note particular focus area here*), using X Organisation (*note Case Study – Placement Organisation here within the title*)”.

To achieve this aim, the research focuses on the following objectives.

1. To analyse _____(?)_____ and their uses.
2. To investigate the Organisation’s rationale for implementing _____(?)_____
3. To appraise critically the management of change within the Organisation (Note the Specific Department) and forward recommendations.

*Introduction Section

- Define and explain your key topic issues.

Definitions can be problematic , as different authors have different viewpoints. Adopt a workable definition of concepts or theories learnt to allow your research points to progress.

It will enhance your analysis if you recognise that there are different viewpoints / perspectives on your topic area for different organisations, dependant on their size, sector or areas of activity, etc.

- Identify and provide clarity early on to the reader (the first page) what this study is about (and what it includes). Often, topics are broad, but we take 'an angle' on them.

- Introduce the *themes* of the report (i.e. the topics covered by your objectives). Give background literature/statistics only – *leave the in-depth analysis for the Review Of Literature which comes later.*
- The themes or issues discussed throughout the Introduction section should relate clearly to the ‘objectives’ which you have set.
- **Set the scene** within the Introduction - *you must provide the rationale for this study - - ie; this is a Placement Report and is therefore focused on the Organisation that you worked at whilst on Placement (Swansea Marriott?). Further comment on why the report is worth doing (possibly a new issue, topical, problematic... that is impacting upon the placement organisation etc).*
- You need a bit of background on each of your objectives to justify what you are going to do.

- Briefly define the relationship between your research and previous research in related topic areas, stressing the similarities and differences - *Eg; Has the Placement Organisation (Marriott) previously conducted research in to your area?*
- Ensure to provide sufficient information on the practical context of the research – ie; detail on the Placement Organisation (Marriott). Describe the Case Study Organisation are you focusing on / Which particular Department within the Hotel are you looking at.....? Info on the Organisation.... competitive information, size, products, market share, Departments.... etc).

*Styling = Moving from One Section to the Next

- End the section with a ‘link’ paragraph / sentence that bridges the gap between sections 1 (Intro) and 2 (Review of Literature ROL). For example:

‘The above Introduction section has outlined some key concept information on ...(*note what you have focused on*). Moving on to Section 2, the Review of Literature now will explore the key themes surrounding ... (*note the focal areas for ROL*) ’.

*Review Of Literature (ROL) -Structure & Content.

- Start each section on a new page.
- Each section should have an introductory paragraph
 - Describe what the ROL section contains/will achieve and how it is organised/structured.
 - Clear sections act as a signpost to the reader.
 - Start by identifying what the ROL section will do, i.e. *this ROL section will review critically the published literature pertaining to the research objectives.*
 - Where did you get the literature from? Journals, texts, industry sources, etc.
 - Refer to the Research Objectives / Themes when writing the ROL Content.

- The *main* headings of the ROL Section should ideally match the objectives/themes of the study (but you can have many more *sub*-headings).
- By structuring according to the objectives/themes of the study, you ensure that you keep focused on the achievement of the objectives and that you are discussing issues of relevance.
- Concentrating on the objectives, provides a common thread that weaves through sections.

- Good ROL's achieve depth of analysis by addressing, for example:
 - academic/theoretical models and *debate / critique*,
 - governmental/statistical evidence
 - industry standards and practices,
 - real-life examples.

In review of the wider theoretical + practical contexts – consider:

- *Is there previous research written on your topic area?*
- *If yes, what approach did other organisations/researchers take? / Did they use the models you are proposing in your research? / Were there any pitfalls, examples, lessons to be learned.....?*

- Ensure that you include in the ROL relevant issues only. Try to relate much of the theoretical material in the ROL to *your study*. Focus on those issues that inform your investigation.
- You will not be able to identify and discuss everything, so be selective. For example, identify the **key** differences/issues relating to your topic and focus on these only.
- Try to link similar ideas together into paragraphs to avoid a disjointed discussion (i.e. try not to jump from topic to topic). Link words help, such as; *however, therefore, thus, conversely, nevertheless*. Also – Avoid repetition of points / themes -- **Try to have a smooth the flow.**

- There will always be a little uncertainty about where to best place points, but you can always proof read later for clarity and move around sub-sections if needed.
- Each section in your report should end with a closing 'bridge' paragraph that links the previous discussion to the next area / section.
- Edit for conciseness and clarity - - *Check whether your Introduction and ROL can be easily understood / interpreted by the READER / MARKER / EXTERNAL EXAMINER.*
- The ROL Section must be extensive and must be scholarly (key theory). Reviews should be analytical and critical; cite reports that go against your research objectives/questions as well as those that support them.

*Use of Theory / Academic Models

- The ROL should contain reference to a wide number of theoretical models/concepts linked to your topic area.
- However, do not throw lots of theoretical points / models at the reader without saying *why* each piece of academic information is relevant to your research. *What it will contribute? Will you address each of the areas? Does the theory contribute to the achievement of your objectives?*
- Be critical of the theory models/concepts, do not accept anything at 'face value - - *ensure to critique the info.*
- Evaluate the usefulness and real-world application of the models with respect to *your particular research topic* - - -eg; general industry examples regarding the application of the models in your sector - - ie; Relate to your Placement Organisation.

*ROL and Practical Input - Case Study Focus : (Placement Organisation)

- Theory concepts can be 'dry' topics, but real-life practical *examples* bring them to life, and show that 'you' can interpret the literature. Ensure to make significant reference to your Case Study.
- Within the ROL section, it is advised that you focus on the generic and broad theory at the outset (beginning of the ROL) and then develop your points to become more practical / vocational orientated outlining your 'Placement Case Study' (mid / end of the ROL). By strongly focusing on your placement case study , this will demonstrate your application of real-life examples.
- The more you are able to effectively 'CRITIQUE' / 'UNDERPIN' your work, the more likely you are to gain higher marks!

*Referencing (!)

- The Introduction and Review of Literature are based on what you have read elsewhere – **Secondary Research.**



- You MUST give credit to academic and industry authors on whose research your work is based (NB: Harvard Referencing System - *Be mindful of Sourcing – Accuracy / Originality / Plagiarism..*)
- References should be current. Only include a dated source if it is an important work / theorist in the field.
- Aim for a MIX of resources – Texts, Websites, Journals / Industry Reports.....



• **ANY QUESTIONS?**