

LCDB7010 Converting Research Into Practice



Week 2 Assignment Brief Dr. Helen Lee



Prifysgol Cymru
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LCDB7010 – Assignment Brief

Student name:		Student ID number:	
Programme:	Doctor of Business Administration		
Module:	Converting Research into Practice		
Module code:	LCDB7010	Contribution to Overall Module Assessment (%):	100%
Lecturer:	Dr Helen Lee	Internal Verifier:	Dr Caroline Jawad
Assignment Title:	Report	Word count (or equivalent):	7,500 words
Submission deadline:	7 TH OCT 2025	Return date of provisional marks & written feedback:	OCT 2025 TBC
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 50%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		

D/L : 7th Oct, 2025

Source : Moodle Handbook



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Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 50%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.



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Use of Generative AI in Assessment

RESEARCH	For this assessment, you can use Generative AI to search for bibliography.	Yes ☒ No ☐
STRUCTURE	For this assessment, you can use Generative AI to support you in structuring your submission, including creating a draft argument structure, identifying parts and headings, etc.	Yes ☐ No ☒
PROOFREADING	For this assessment, you can use Generative AI to check your own text/creation for grammatical and syntactical mistakes, including rephrasing of your own work within specific standards.	Yes ☐ No ☒
WRITING	For this assessment, you can use Generative AI to create text for submission.	Yes ☐ No ☒
CREATIVE	For this assessment, you can use Generative AI to create creative materials, such as images.	Yes ☐ No ☒
PROGRAMING	For this assessment, you can use Generative AI to create and check code.	Yes ☐ No ☒
NONE	For this assessment, you are not allowed to use any type of Generative AI support. This includes research support, structure support, writing/proofreading support and creative support.	Yes ☐ No ☒



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Please refer to the Moodle Handbook for **TASK DESCRIPTION**



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Recommended Report Structure

Structure	Description	Word limit
Part A	Executive Summary for entire document	100 words
Part B	Article	7550 words (Inclusive of a 500-word abstract)
Part c	Reflections	500 words

Please refer to the Moodle Handbook for details

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Recommended Report Structure

Part A: Executive Summary for entire document

1. Choice of journal with metrics
2. Justification of choice (**100 words**)

Please refer to the Moodle Handbook for details



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Recommended Report Structure

Part B: Article

1. Title and Abstract

An abstract (**150 words and not included in the word count**)

2. Article Text

Guideline lengths for key sections are:

- Introduction (**500 words**): Research background and gap
- Aims, Research Objectives and Research Questions (**300 words**): Study purposes and focus areas
- Literature Review (**2500 words**): Conceptual territory and context
- Methodology (**1750 words**): Data gathering and analytical techniques
- Findings (**1750 words**): Emergent data observations and deductions
- Conclusion (**750 words**): Contributions, limitations, recommendations
- **Total 7550 words**

Recommended Report Structure

Part C: Reflections (500 Words)

- Personal learnings and skill development and not included in the word count (500 words)

Please refer to the Moodle Handbook for details

Guidance specific to this assessment:

1. Written in **UK** English in an appropriate business/academic style.
2. Length: 7,500 words (equivalent) +/- 10% (Marks will be taken off for skills for professional practice where the word count is exceeded)
3. Document format: One report with a clear title page and each part clearly labelled.

UWTSD References Guide https://uwtsd.ac.uk/media/uwtsd-website/content-assets/documents/library-and-learning-resources/infoskills/Harvard-eng_v.1.2.pdf



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Teaching Schedule

	Tuesday – LCDB7010	Tasks to be submitted
1	3-Jun-25	
2	10-Jun-25	
3	17-Jun-25	
4	24-Jun-25	Proposal - Aims, Research Objectives and Research Questions : Study purposes and focus areas (Submission : 24/6)
5	1-Jul-25	
6	8-Jul-25	
7	15-Jul-25	Ethic Proposal submitted to PGR for approval (1 month) Submitted to PGR : 15/7
8	22-Jul-25	
—	No classes – August break	
9	2-Sep-25	Data collection *
10	9-Sep-25	Data collection *
11	16-Sep-25	Data collection *
12	23-Sep-25	
	Assignment submission	Oct-25

Timeline

Timeline	Item
24/6 – 1/7	Proposal - Aims, Research Objectives and Research Questions : Study purposes and focus areas (Submission : 24/6)
15/7	Ethic Proposal submitted to PGR for approval (1 month) Submitted to PGR : 15/7 – 15/8
Data collection can only be done AFTER Ethical approval from PGR committee is sought	
Mid Sep	Complete all data Collection exercise
	Upload the <u>THREE</u> forms to Moodle by 30 Sep 2025

No Class in August !!!!!

Q&A !



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