



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
BADM-493	Final Year Project	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
BADM-431	Management & MIS	Fall, Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Core	BBA, MIS	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Business School Faculty	4 <sup>th</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Face-to-Face	N/A	None

### Course Objectives:

The objective of the Final Year Final Project is to demonstrate a student's ability to apply the knowledge and skills gained throughout his/her studies to a specific area in any topic in the Business field in a methodical and analytical manner.

### Learning Outcomes:

After completion of the course students are expected to be able to:

- Explore any Business related concept in a specific organisational or industry context.
- Carry out a critical analysis of the relevant literature in the specific concept.
- Design and implement a systematic data collection and analysis process in the specific organization(s) or industry.
- Compare and contrast the research study's findings with the literature review findings.
- Interpret the research findings and draw conclusions from the research study.
- Develop managerial recommendations.

## Course Content:

**1. Select a Topic:** Students may choose any area for their Project as long as it relates to a Business/Management topic concept. The topic is expected to be relevant to contemporary Business/Management theory and practice.

**2. Choose a Title:** For the submission of the proposal students will need a working title which indicates clearly the subject area of their Project. Although they are likely to be thinking in broad terms at the initial conceptual stage, they have to recognize that when they undertake their research of their topic must be feasible and focused.

**3. Develop a Proposal:** Students should write a proposal that identifies the key objectives, methods and resources involved in conducting the research. The proposal is in effect a plan in which they set out a statement of their intended investigation and the methods by which they will conduct the work. The proposal is intended to ensure that they have clearly considered all elements of their intended investigative study prior to commencing actual data collection or writing.

**4. The structure of the proposal:** Students should construct their proposal based on predetermined structured guidelines (i.e. length in words, Project title, research aim and objectives, literature review, methodology, references, appendices, etc.)

**5. Literature Review:** The objective of their Project is to both review and critique existing theoretical knowledge and ideas and to do this they should consult literature of a good quality academic standard. The majority of their references should be drawn from peer-reviewed academic journals and good quality text books.

**6. Types of Research:** The nature of the topic they have chosen and the issue(s) under investigation will affect the type of research approach they need to undertake, and more fundamentally the type of Project they will create. Many alternative research designs exist, however they are most often categorized according to three types: Exploratory research, Descriptive Research, and Explanatory Research.

**7. Research Design:** The research design is the plan that students intend to follow in order to carry out their research study. It covers all stages in the research process including decisions, regarding the research method, they will use and how they will ultimately analyze their data. They have a series of decisions to make regarding their research design and these, will be based on their research question, the nature of the topic area/phenomenon under investigation and the resource available to them.

**8. Research Methodology:** Students should be aware of the different research methods within the qualitative and quantitative perspectives and ensure that they can justify their selection within their research design discussion in their final Project. They should demonstrate an understanding of the methodology they have chosen, providing a critical discussion i.e. discussing both strengths and limitations of the method in the final Project.

**9. Fieldwork:** Students should know how to use existing research instruments (e.g. a published questionnaire) but must acknowledge sources at all times. Questionnaires or interview schedules devised by them should have a pilot test in advance of being applied to collect final data. For quantitative surveys they should aim for a sample size of 50+ completed questionnaires. For qualitative interviews they should aim to conduct a minimum of 10 and focus groups a minimum of 4. All fieldwork must be carried out in an ethical manner and with due respect for people's privacy.

**10. Writing Up of the Thesis:** Students should comprehend the proper approach to the development of a Project report write up, including all the parts, such as introductory part, main body, tables, graphs, end part, writing style, references and citations, appendices, etc.

**11. Oral Presentation of the Project:** Concerns practical issues for successfully conveying the results of a research at hand, such as deciding about the content, visual aids, presenter's postures, handling questions, etc.

#### Learning Activities and Teaching Methods:

Supervision, Guidance and Critique, Online Interactions (Forums and Chats).

#### Assessment Methods:

Thesis, Thesis Presentation

#### Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Final Year Project Guidelines	Department of Management & MIS	School of Business	2015	
Developing a Mixed Methods Proposal: A Practical Guide for Beginning Researchers	J. DeCuir-Gunby, P.A. Schutz	Sage	2016	13: 978-1483365787
An Applied Guide to Research Designs:	W. A. Edmonds, T.D. Kennedy	Sage	2016	13: 978-1452205090

Quantitative, Qualitative and Mixed Methods				
---	--	--	--	--

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
The Content Analysis Guidebook Using Mixed Methods: Research Synthesis for Literature Reviews	M. Heyvaert, K. Hannes, P. Onghena	Sage	2016	13: 978-1483358291
Analyzing Qualitative Data: Systematic Approach	H. R. Bernard, A. Witich, G.W. Rya	Sage	2016	13: 978-1483344386