

## University of Nicosia, Cyprus

<b>Course Code</b>	<b>Course Title</b>	<b>Credits (ECTS)</b>
BADM-493	Final Year Project	6
<b>Department</b>	<b>Semester</b>	<b>Prerequisites</b>
Management & MIS	Fall, Spring	Senior Standing
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Major	Management & MIS	English
<b>Level of Course</b>	<b>Year of Study</b>	<b>Lecturer</b>
Undergraduate	4	
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Co-requisites</b>
face-to-face	N/A	None

### Objectives of the Course:

The main objectives of the course are to:

- To allow you the application of the knowledge that has been acquired during Management & MIS studies to a specific management and technological issue.
- To provide an opportunity to students to study a topic, that is of interest and related to them, in a detailed and thorough way.
- To expose students to the principles and process of academic enquiry and IT business research.
- To enable students to demonstrate their ability to think conceptually, as well as develop and communicate structured and rational thinking.

### Learning Outcomes:

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

1. **Develop a comprehensive and critical understanding of the body of knowledge within the chosen Project topic.** They should have developed a degree of expertise and practical experience within the topic field.
2. **Gain an understanding of the practical application of business and IT research.** They should understand the uses and limitations of a range of research methods and data analysis techniques that can be used to evaluate outcomes in the business, management, and IT field.
3. **Critically analyze information and evidence from both academic and practitioner sources.** They should be able to develop and communicate a cohesive argument in support of a particular theoretical position.
4. **Evaluate and argue alternative approaches to theories and models from their use of applied research.**
5. **Identify and appraise options and make practical recommendations for action and implementation.**
6. **Self-manage their own time and prioritize activities.** Have an appreciation of their own competencies and skills in relation to the planning and organization of a research project.
7. **Work autonomously, exercising initiative and personal responsibility for the**

**achievement of their stated objectives.**

**Course Contents:**

- 1. Selecting a Topic.** Students may choose any topic area for their Project as long as it relates to a business or management and IT issue. The topic is expected to be relevant to contemporary business and stretching in terms of academic thinking. The area of research should be relevant to Management and MIS concentration.
- 2. Choosing 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 75+ 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 Report.** 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 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.

**Teaching Methods:**

One-to-one meetings, discussion, analysis and advising.

**Assessment Methods:**

Final Project Report, Presentation.

**Required Textbooks:**

Authors	Title	Publisher	Year	ISBN
Neil J. Salkind	<i>Exploring Research</i>	Pearson International Edition	2006	0-13-201706-7

**Recommended Textbooks/Reading:**

Authors	Title	Publisher	Year	ISBN
Sekaran, U.	<i>Research Methods for Business</i>	Wiley and Sons	2003	
Bordens K.S. and Abbott, B.B	<i>Research Design and Methods</i>	McGraw Hill	2008	978-0-07-312906-8