



Course Code BADM-493DG	Course Title Final Year Project	Credits (ECTS) 6
Department Management & MIS	Semester Fall, Spring	Prerequisites None
Type of Course Core	Field BBA DL Greek	Language of Instruction Greek
Level of Course 1 st Cycle	Year of Study 4 th	Mode of Delivery Distance Learning
Work Placement N/A	Lecturer Business School Faculty	Co-Requisites None

Objective of the Course:

The objective of the Final Year 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:

The main objectives of the course are to enable students 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 Contents:

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

The course includes nine (9) hours of tutorials. The course lecturer will be delivering the specific tutorials which will be announced in due course throughout the semester. Participation in these tutorials is recommended as they will assist you in successfully completing your course.

Three tutorials of three (3) hours each will be delivered throughout the semester. The specific tutorials will be delivered in the form of face-to-face sessions which will simultaneously be delivered live through Web-Ex (a web conferencing system where allows students' participation). The specific live sessions will be recorded. The recordings will be also available for reviewing throughout the semester.

Required Textbooks:

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

Recommended Textbooks/Reading:

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