



Course Syllabus

Course Code MBAN-740DE	Course Title Thesis in Marketing	ECTS Credits 30
Prerequisites MBAN-710DE/ MBAN-720DE	Department School of Business	Semester Fall, Spring
Type of Course Required	Field Marketing	Language of Instruction English
Level of Course 2 nd Cycle	Lecturer(s) Faculty	Year of Study 1 st or 2 nd
Mode of Delivery N/A	Work Placement N/A	Corequisites None

PART A – Research Methodology for Writing of Thesis

Objectives for Part A:

The main objectives of this part are to develop a knowledge and understanding of research techniques suitable in a business environment. It illustrates the structure of the research process starting with a decision on the topic of research. It examines the need for a critical review of the current literature on the chosen topic to help clearly establish the aims and objectives of the study. Once established, it provides an understanding of how to achieve those aims and objectives in either a qualitative or quantitative environment. The ultimate objective of this part is to satisfactorily prepare the research proposal for the dissertation

Learning Outcomes of Part A:

After completion of this part students are expected to be able to:

1. Demonstrate an understanding of the principles of research;
2. Identify appropriate areas of literature for a specific business research topic;
3. Analyze organizational environments, understand and recommend actions;
4. Integrate a comprehensive knowledge of theories and practices and develop recommendations;
5. Acquire the ability to access and extract relevant information from secondary data sources;
6. Demonstrate an understanding of the principles of qualitative and quantitative research methods;

7. Identify the concepts to be addressed and the components to be included in a business research proposal; and
8. Write an effective business research proposal.

“Details on the contribution of the course’s learning outcomes towards the learning goals / competencies and learning objectives of the programme are included in the curriculum map of each programme”.

Content of Part A:

1. **Introduction to research in business and the social sciences:** Understanding, in an organisational context, the need for research and its contribution to managerial practice.
2. **Identifying the research topic:** Explain the importance of personal interest in the research topic and focusing on a particular idea.
3. **Dealing with conceptual issues:** Creating an awareness of the knowledge, skills and personal qualities required to complete a successful research project, an understanding of the difficulties in collecting data, and an awareness of the ethical issues in conducting research.
4. **Searching the literature:** Identify the potential sources of relevant literature, how to undertake a systematic literature search, the importance of a critical review and how that will lead to the generation of research questions, and appropriate citation and referencing methods.
5. **Determining the research design:** Explain the core assumptions of research design and identify the features of the alternative approaches of positivism and interpretivism.
6. **Collecting data:** Identify where data collection fits in a research project, the alternative ways of collecting data, the rules for designing questions, sampling methods and selecting the sample.
7. **Analysing qualitative data:** Identify the challenge of qualitative data analysis, explain the main methods of analysis, and how to present the outcomes of analysis in the written output.
8. **Analysing quantitative data:** Explore the alternative ways of presenting the research hypotheses, identify the method of data collection and the use of descriptive or inferential statistics in the analysis.
9. **Writing up the research:** Explain the structure of a research proposal, the contract with the supervisor, and the need for a well thought out schedule for conducting the research project. Introduce the requirements of the dissertation including structure, writing style, and citations and referencing.

Learning Activities and Teaching Methods of Part A:

Interactive lectures, presentation and review of specific examples, and discussion of topical issues designed to advance students' awareness of the contribution of research to the advancement of academic knowledge and managerial practice

Assessment Methods for Part A:

Research Outline, Research Proposal

Required Textbooks / Readings for Part A:

Title	Author(s)	Publisher	Year	ISBN
Research methods for business students	Saunders, M., Lewis, P. and Thornhill, A.	Pitman	2015	0-273-62017-7

Recommended Textbooks / Readings for Part A:

Title	Author(s)	Publisher	Year	ISBN
Business research: a practical guide for undergraduate and postgraduate students, 3 rd edition	Collis J. and Hussey R.	Palgrave Macmillan	2009	978-1-403-99247-5
Business research methods, 2 nd edition	Bryman A. and Bell, E.	Oxford University Press	2007	978-0-199-28498-6
Research methods for managers, 4 th edition	Gill J. and Johnson P.	Sage Publications	2010	978-1-847-87094-0

PART B – THESIS WRITING

Objectives Part B:

This is a Thesis of theoretical or empirical research undertaken on a business topic in the student's area of concentration on the MBA Programme. This is expected to be an independent research study by the MBA Candidates on a topic of their own choice. Subsequent to the approval of such a Thesis Proposal, a Thesis Supervisor is appointed from among the MBA Faculty members of The University of Nicosia to work closely with the MBA Candidate. The Thesis may be in the form of an academic or a scientific (publishable) paper at an appropriate graduate level. The ultimate objective of this requirement is to test the ability of the MBA Candidate to select a problem, set up a framework for it and analyze it in an academic perspective so as to end up with meaningful recommendations in the end. The paper requires significant focus on a business issue viewed through academic thought and research and presented in the proper writing style. The MBA Thesis is not to be a description of a situation, but an analysis and evaluation of a problem with specific recommendations given based on a combination of research and original thinking

Learning Outcomes Part B:

After completion of this part students are expected to be able to:

1. Use analytical frameworks and technological tools to evaluate the factors impacting a specific organization and or the global economy;
2. Put in use the knowledge of international business to make and recommend informed business decisions;
3. Demonstrate their ability to undertake research;
4. Research and identify appropriate areas of literature in specific business research topic and be in a position to construct an in-depth literature review;
5. Design and implement a comprehensive research methodology and apply these in real life contexts and environments.
6. Demonstrate an ability to convey and report complex business problems using quantitative and qualitative methods, statistical analyses and information technology;
7. Be in a position to learn how to draft a thesis.

“Details on the contribution of the course’s learning outcomes towards the learning goals / competencies and learning objectives of the programme are included in the curriculum map of each programme”.

Part B Content:

Writing up the thesis as follows:

- Introduction
- Literature review
- Methodology and Methods
- Analysis and Discussion
- Findings
- Conclusions and recommendations

Learning Activities and Teaching Methods:

Working with an allocated supervisor to develop the research and write up the thesis.

Assessment Methods:

Thesis Submission, Presentation

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Research methods for business students	Saunders, M., Lewis, P. and Thornhill, A.	Pitman	2015	0-273-62017-7

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