MBAN Thesis

Course title	Thesis in HRM				
Course code	MBAN 770DE				
Course type	Concentration Required				
Level	2nd Cycle				
Year / Semester	2nd				
Teacher's name	MBA FACULTY				
ECTS	30	**Lectures / week**	N/A	**Laboratories / week**	N/A
Course purpose and objectives	**PART A**: **Synthesize** knowledge and understanding of research techniques appropriate for the business environment. **Critically evaluate** existing literature to establish well-defined aims and objectives for research initiatives. **Formulate** strategies to achieve research aims within both qualitative and quantitative frameworks. **Design** a comprehensive research proposal effectively preparing for the dissertation phase. **PART B**: **Conduct** independent theoretical or empirical research on a chosen business topic within the MBA concentration. **Construct** a robust framework for identifying and analyzing academic and practical business problems. **Critique** and improve academic or scientific (publishable) papers, ensuring they meet graduate-level expectations. **Develop** a thesis that analyzes complex problems with meaningful recommendations, grounded in research and original thinking.				
Learning outcomes	**PART A:** **Demonstrate** an understanding of the foundational principles of research in a business context. **Identify** and **assess** appropriate literature for specific business research topics. **Evaluate** organizational environments and recommend evidence-based actions. **Integrate** comprehensive theories and practices to **develop** actionable recommendations. **Access** and **utilize** secondary data sources effectively.				

	Apply knowledge of qualitative and quantitative research methods for informed decision-making. **Outline** the key components necessary for a robust business research proposal. **Draft** an effective business research proposal tailored to a specific topic. **PART B**: **Analyze** and use analytical frameworks and tools to assess organizational and economic factors. **Implement** international business knowledge to inform strategic business decisions. **Undertake** rigorous research aligned with academic standards. **Research** and **synthesize** literature comprehensively to construct a detailed literature review. **Design** a comprehensive research methodology and **apply** it in practical contexts. **Communicate** complex business problems effectively using quantitative and qualitative methods and associated technologies. **Draft** a thesis that incorporates detailed analysis and proposes knowledgeable insights.		
Prerequisites	All MBA Courses	**Required**	YES
Course content	P**ART A:** **Week 1** **Introduction to Research in Business and Social Sciences:** Understanding the need for research and its impact on managerial decisions. **Identifying the Research Topic:** Exploring personal interest and focus for research success. **Week 2** **Conceptual Issues in Research:** Developing awareness of necessary skills and knowledge to navigate research challenges. **Ethical Considerations in Research:** Examining ethical issues and their resolutions in research contexts. **Week 3** **Literature Search:** Conducting systematic searches and utilizing appropriate sources. **Critical Literature Review:** Analyzing literature to generate viable research questions. **Week 4** **Research Design Fundamentals:** Evaluating core assumptions and approaches of research design. **Positivism and Interpretivism:** Understanding their roles in research methodologies. **Week 5** **Data Collection Techniques:** Identifying methods and guidelines for effective data gathering. **Sampling Methods:** Exploring and choosing the correct sampling techniques. **Week 6** **Qualitative Data Analysis:** Understanding methods for analyzing qualitative data. **Presenting Qualitative Findings:** Techniques for effective presentation of analysis outcomes. **Week 7**		

	Quantitative Data Analysis: Utilizing statistical tools to analyze quantitative data. **Presentation of Quantitative Data:** Communicating findings through data visualization and report writing. **Week 8** **Developing the Research Proposal:** Crafting a structured proposal aligned with academic standards. **Dissertation Requirements:** Understanding structure, style, and citation requirements **PART B:** **Week 9** **Introduction to Thesis Writing:** Establishing clear objectives and outlining key sections. **Comprehensive Literature Review:** Integrating sources to form a solid theoretical foundation. **Week 10** **Methodology and Methods:** Selecting appropriate methods for your research study. **Methodological Rationale:** Providing a strong rationale for selected methodologies. **Week 11** **Analysis and Discussion of Data:** Synthesizing results to support your research hypotheses. **Interpretation of Findings:** Making sense of results within the context of your research. **Week 12** **Conclusions and Recommendations:** Drawing meaningful insights and providing actionable recommendations. **Finalizing the Thesis:** Ensuring adherence to academic standards and submission guidelines.
Teaching methodology	The teaching methodology for the MBA thesis involves a blend of independent research, critical analysis, and practical application. Students are guided to identify a significant business problem or opportunity, conduct comprehensive literature reviews, and employ appropriate research methods to gather and analyze data. Throughout this process, emphasis is placed on developing analytical and critical thinking skills, enabling students to draw actionable insights and propose feasible solutions. Faculty advisors offer mentorship and feedback, ensuring students adhere to academic standards and integrate theoretical knowledge with real-world applications. The final thesis is expected to demonstrate both academic rigor and practical relevance.
Bibliography	Research Methods for Business Students, Saunders, M., Lewis, P., and Thornhill, A., Pitman, 2015, 0-273-62017-7 Business Research Methods, Bryman, A. and Bell, E., Oxford University Press, 2019, 978019882296-3 The Essentials of Business Research: A Guide to Doing Your Research Project, Wilson, J., Sage Publications, 2016, 9781473915108 Qualitative Research Practice: A Guide for Social Science Students and Researchers, Ritchie, J., Lewis, J., McNaughton Nicholls, C., and Ormston, R., Sage Publications, 2013, 9781446257593 Quantitative Methods for Business, Management, and Finance, Swift, L. and Piff, S., Palgrave Macmillan, 2014, 9780230302926

Assessment	**Research Outline Submissions:** Prepare and submit outlines to demonstrate planning and organization skills. **Research Proposal Defense:** Present proposals to a panel to validate research direction and methodology. **Thesis Draft Reviews:** Submit draft sections for feedback to ensure alignment with academic expectations. **Oral Presentations:** Deliver presentations of research findings to enhance communication skills. **Peer Review Processes:** Participate in reviewing fellow students' works to develop critical evaluation abilities. **Portfolio Submissions:** Compile a portfolio of research activities and reflections to demonstrate learning progress.
Language	English