

## COURSE SPECIFICATION DOCUMENT

<b>Academic School / Department:</b>	School of Business
<b>Programme:</b>	BA (Hons) Business Management BA (Hons) Marketing BA (Hons) Fashion Management and Marketing
<b>FHEQ Level:</b>	<b>6</b>
<b>Course Title:</b>	Senior Project in Business
<b>Course Code:</b>	MGT 6297
<b>Course Leader:</b>	Parviz Dabir-Alai
<b>Student Engagement Hours:</b>	<b>240</b>
Supervision	40
Independent / Guided Learning:	200
<b>Semester:</b>	<b>Fall</b>
<b>Credits:</b>	24 UK CATS credits 12 ECTS credits 6 US credits

### **Course Description:**

The senior project forms the culmination of a student's studies in their major. The project requires a significant level of enquiry and research. It will typically investigate a hypothesis, an issue or case on a relevant topic. The investigation ought to make use of quantitative and/or qualitative research methods. Students will be guided by their supervisor and conduct individual research work on an agreed topic. The supervisor(s) will facilitate the process through regularly-scheduled meetings.

This course is only open to seniors, ideally final semester students should take this course.

### **Prerequisites:**

MGT 5210

### **Aims and Objectives:**

The Course provides students with the opportunity to work independently to develop their ability to make critical judgements. This will provide an opportunity to apply and develop tools and techniques acquired during the course of their major in pursuit of answering a research question.

### **Programme Outcomes:**

**A1-7**

**B1-5**

**C1-2**

**D1-5**

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:  
<http://www.richmond.ac.uk/admitted-students/programme-and-course-specifications/>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

**Knowledge and Understanding**

1. Select, evaluate and apply critical thinking to a business management issue or phenomenon.
2. Critically apply suitable techniques and tools in the investigation
3. Synthesise information to arrive at a coherent conclusion.
4. Critically evaluate the implications of the recommendations presented.

**Cognitive Skills**

1. Evaluate critically ideas, concepts and techniques.

**Practical and/or Professional Skills**

1. Use specific knowledge that can enhance the student's future working life.
2. The ability to apply theoretical models to business management issues and phenomena.

**Key Skills**

1. Effective oral and written communication skills in a range of media.
2. Ability to develop strong analytical skills through listening and reflecting.
3. Knowledge and understanding in the context of the subject.
4. Time management: organising and planning work.
5. Independent working.
6. Planning, monitoring, reviewing and evaluating own learning and development.

**Indicative Content**

1. Research methods
2. Research approaches and design
3. Literature review
4. Evaluating and referencing sources
5. Ethics and research
6. Presenting research results
7. Writing research projects

**Assessment:**

This course conforms to the Richmond University Writing Intensive Assessment Norms approved at Academic Board (formerly Learning & Teaching Policy Committee) and located at: <http://www.richmond.ac.uk/admitted-students/>

**Teaching Methodology:**

Semi-formal supervision sessions will consist of a mixture of instructor and student led activities.

**Bibliography:**

Bell, J., 2010. *Doing Your Research Project*. 5<sup>th</sup> ed. Maidenhead: Open University Press.

Bryman, A. and Bell, E., 2007. *Business Research Methods*. 2<sup>nd</sup> ed. Oxford: Oxford University Press.

Cassell, C. and Symon, G., 2004. *Essential Guide to Qualitative Methods in Organizational Research*. London: Sage.

Easterby-Smith, M., Thorpe, R. and Jackson, P., 2008. *Management Research*. 3<sup>rd</sup> ed. London: Sage.

Gray, D.E., 2014. *Doing Research in the Real World*. 3<sup>rd</sup> ed. London: Sage.

Hennink, M. M., Hutter, I. and Bailey, A., 2011. *Qualitative Research Methods*. Thousand Oaks: Sage.

Ng, W. and Coakes, E., 2013. *Business Research: Enjoy Creating, Developing and Writing Your Business Project*. London: Kogan Page.

Quinlan, C., Babin, B., Carr, J., Griffin M. and Zikmund, W. 2015. *Business Research Methods*. London: Cengage.

Saunders, M., Lewis, P. and Thornhill, A. 2016. *Research Methods for Business Students*. 7<sup>th</sup> ed. London: Pearson.

Silverman, D., 2013. *Doing Qualitative Research*. 4th ed. Thousand Oaks: Sage.

Symon, G. and Cassell, C. eds., 2012. *Qualitative Organizational Research: Core Methods and Current Challenges*. London: Sage.

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval	Change Actioned by Academic Registry
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	Body (School or AB)	
Major Change: Title Change, Change of description, Aims, Learning Outcomes, updated reading list	17 <sup>th</sup> June 2016	