

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	Master of Business Administration
FHEQ Level:	7
Course Title:	Extended Professional Marketing Project
Course Code:	MKT 7555
Course Leader:	Hamad Khan
Student Engagement Hours:	400
Lectures:	
Seminar / Tutorials:	18
Independent / Guided Learning:	382
Semester:	Summer
Credits:	50 UK CATS credits 25 ECTS credits 10 US credits

Course Description:

This course will provide students with the opportunity of constructing an applied research project in the area of business and management. Students will initiate, plan and execute an individually constructed project. The topic is related to marketing and is investigated with the use of appropriate research methods. Emphasis is placed on appropriate literature search, and collection and analysis of data. The course will lead to the preparation of a 15,000 word project report.

Prerequisites:

MGT 7155 plus all programme core courses and one MKT elective of choice.

Aims and Objectives:

- To compose a 15,000 word professional project with the guidance of a faculty supervisor
- To develop skills and experience which can be applied in the professional work environment

Programme Outcomes:

A1, A2, A3, A4, A5

B1, B2, B3, B4

C1, C2, C3, C4

D1, D2, D3, D4

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

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

Knowledge and Understanding (A)

- Demonstrate a high level of theoretical and applied knowledge of business research
- Critically discuss, select and justify the project approach and chosen research methods in relation to a relevant business issue
- Apply the steps required to create a literature review
- Apply appropriate research designs for quantitative and qualitative research

Cognitive Skills (B)

- Evaluate independently critical approaches and techniques relevant to business
- Evaluate outcomes and accurately assess/report on own/others work with justification and relate them to existing knowledge structures and methodologies
- Critically evaluate the implications for the recommendations presented
- Critically reflect on the development of knowledge, skills and techniques used during the preparation of the report.

Subject specific, practical and professional skills (C)

- Develop and utilise theory and methodology appropriate to inquiry of an empirical subject area related to business
- Gather, organise and effectively communicate complex and abstract ideas and diverse information

General/transferable skills (D)

- Demonstrate skills in the following areas: research organisation and planning, data manipulation and reporting, critical reasoning, reporting and writing
- Evaluate ethical dilemmas likely to arise in research and professional practice and formulate solutions in dialogue with peers, clients, and others
- Demonstrate initiative in organising and pursuing a supervised project, while accepting full accountability for outcomes

Indicative Content:

- This course will provide students with the opportunity of constructing an applied project in the area of business and management. Students will initiate, plan and execute an individually constructed project with a strong emphasis on applied business scenarios/challenges. The course will lead to the preparation of a 15,000 word project report.

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board.

Teaching Methodology:

The course will require independent research overseen by the supervisor, tutorial opportunities including with specialist faculty for more specific academic guidance, including comments on draft materials, and faculty and peer review feedback.

Indicative Text(s):

- Gray, D. (2017). *Doing Research in the Real World*. London: Sage Publications.
- Thomas, G. (2017). *How to do your research project*. London: Sage Publishing

Recommended additional literature

- Bryman, A. and Bell, E. (2011). *Business research methods*. New York: Oxford University Press.
- Ghauri, P. and Grønhaug, K. (2010). *Research methods in business studies*. Harlow: Financial Times/Prentice Hall.
- Glatthorn, A and Joyner, R (2nd ed) (2005) *Writing the Winning Thesis or Dissertation - a step-by-step guide*. Sage Publications. London
- Levin, P (2005) *Excellent Dissertations!* Open University. Maidenhead
- Saunders, M., P. Lewis and A. Thornhill (2012) *Research Methods for Business Students*, Pearson Education

Journals

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Web Sites

- http://onlineqda.hud.ac.uk/Intro_QDA/how_what_to_code.php
- (NB: the site is a comprehensive and accessible resource on qualitative data analysis)
- www.psy.dmu.ac.uk/michael/qual_collect.htm

- Research Methods Knowledge Base: www.socialresearchmethods.net/kb/index.php

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
New course	Programme Team/School: by email (27/01/2014 to 17/02/2014); AB (07/02/2014)	
Adapting to new template	AB 30/05/2014	
Reduced to 10 credits from 12, Change of word count of research proposal to 500-700 words, Change of word count of Dissertation to 15.000, Update of bibliography,	School Board 10/11/2018 and School Approval by email Feb/March 18	
Change of course title from 'extended dissertation' to 'extended professional project' Changes in text – course desc and learning outcomes	School by email 18 th Sept 18	