

Liverpool John Moores University

Title: MBS DISSERTATION
Status: Definitive
Code: **7011BUSBM** (111326)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Roger Pegum	Y

Academic Level: FHEQ7
Credit Value: 60.00
Total Delivered Hours: 8.00
Total Learning Hours: 600
Private Study: 592

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	8.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Dissertation	AS1	coursework	100.0	

Aims

To enable the student to develop a dissertation applying managerial concepts and techniques to a problem or issue with significant implications to a chosen region.

Learning Outcomes

After completing the module the student should be able to:

- 1 Use a range of research techniques to help explore and explain, and, if appropriate, to resolve a managerial issue or problem.

- 2 Select, evaluate and apply current theoretical concepts relating to a management issue
- 3 Apply critically a range of theoretical concepts to the managerial issue or problem
- 4 Arrive at effective conclusions or recommendations to the issue or problem
- 5 Evaluate the potential implications of the implementation of any recommendations or conclusions
- 6 Reflect on his/her development of learning, knowledge, and skills during the preparation of the dissertation

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

DISSERTATION 1 2 3 4 5 6

Outline Syllabus

Students will have completed a module in Research Methods and produced a proposal prior to the assignment of a supervisor. Students will meet with their supervisor on a regular basis during the development of the dissertation. The agenda of each meeting will vary according to the needs of the student.

Learning Activities

Project supervision.

References

Course Material	Book
Author	Coffey, A., Atkinson, P.,
Publishing Year	1997
Title	'Making Sense of Qualitative Data,
Subtitle	
Edition	
Publisher	Sage
ISBN	00803970536

Course Material	Book
Author	Gill, K., Johnson, P.,
Publishing Year	1997
Title	Research Methods for Managers,
Subtitle	
Edition	
Publisher	Paul Chapman Publishing
ISBN	1-853961191

Course Material	Book
Author	Hughes, J.
Publishing Year	1980
Title	The Philosophy of Social Research,
Subtitle	
Edition	(2nd Ed)
Publisher	Longman.
ISBN	

Course Material	Book
Author	Aaker, D. A., Kuman, R., Day, G.S.
Publishing Year	1995
Title	Marketing Research
Subtitle	
Edition	(5th Ed)
Publisher	Wiley & Sons
ISBN	0-471552542

Notes

A dissertation of approximately 20,000 words to include reflections on learning, applying managerial concepts and techniques to an issue or problem with significant implications for any organization in a chosen region.