

Liverpool John Moores University

Title: DISSERTATION
Status: Definitive
Code: **7503BM** (103484)
Version Start Date: 01-08-2011

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

Team	Leader
Graham Padgett	Y

Academic Level: FHEQ7
Credit Value: 60.00
Total Delivered Hours: 6.00
Total Learning Hours: 600
Private Study: 594

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	6.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Dissertation	AS1	20,000 word Dissertation	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 organisation and/or industry.

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 Derive effective conclusions or recommendations to an 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 Supervisor.

References

Course Material	Book
Author	Aaker, D A, Kuman, R and Day, G S
Publishing Year	1995
Title	Marketing research
Subtitle	
Edition	5th edition
Publisher	Hoboken: Wiley & Sons
ISBN	

Course Material	Book
Author	Coffey, A and Atkinson, P
Publishing Year	1997
Title	Making Sense of Qualitative Data
Subtitle	
Edition	
Publisher	London: Sage

ISBN	
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Course Material	Book
Author	Gill, K and Johnson, P
Publishing Year	1997
Title	Research methods for managers
Subtitle	
Edition	
Publisher	London: Paul Chapman
ISBN	

Course Material	Book
Author	Hughes, J
Publishing Year	1980
Title	The philosophy of social research
Subtitle	
Edition	2nd edition
Publisher	Harlow: Pearson Longman
ISBN	

Notes

The Dissertation, is 20,000 words (excluding appendices), incorporating reflections on learning, applying managerial concepts and techniques to an issue or problem with significant implications for any organization or industry. Detailed guidelines are set out in the Dissertation Guidebook for Students and Supervisors.

Students are required to submit two bound hard copies and an electronic copy or CD Rom copy.