

## Liverpool John Moores University

Title: PROJECT DISSERTATION  
Status: Definitive  
Code: **7506DCOM** (103697)  
Version Start Date: 01-08-2011

Owning School/Faculty: Computing and Mathematical Sciences  
Teaching School/Faculty: Dublin Business School

Team	Leader
Rubem Pereira	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
Online	6.000

**Grading Basis:** 40 %

### Assessment Details

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

### Aims

*To provide the student with the tools and skills to develop a Research Dissertation, applying managerial concepts and techniques to a problem or issue with significant implications.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Identify and apply a range of scientific research techniques to help explore and

- explain, and, if appropriate, to resolve a managerial issue or problem.
- 2 Select, critically 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 the issue or problem based on primary or secondary data analysis.
  - 5 Critically evaluate and discuss the potential implications of the implementation of any recommendations or conclusions.
  - 6 Reflect on participant 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 Scientific 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

A project is defined by an academic supervisor in conjunction with the student, and the project monitoring panel. The nature of the project will be a substantial investigation, analysis of a problem domain, creation of software, or development of systems.

### References

<b>Course Material</b>	Book
<b>Author</b>	Aaker, D. A., Kuman, R., Day, G. S.
<b>Publishing Year</b>	1995
<b>Title</b>	Marketing research
<b>Subtitle</b>	
<b>Edition</b>	5th
<b>Publisher</b>	Wiley & Sons
<b>ISBN</b>	

<b>Course Material</b>	Book
------------------------	------

<b>Author</b>	Coffey, A., Atkinson, P.
<b>Publishing Year</b>	1997
<b>Title</b>	Making Sense of Qualitative Data
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Sage
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Gill, K., Johnson, P.
<b>Publishing Year</b>	1997
<b>Title</b>	Research methods for managers
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Paul Chapman
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Hughes, J.
<b>Publishing Year</b>	1980
<b>Title</b>	The philosophy of social research
<b>Subtitle</b>	
<b>Edition</b>	2nd
<b>Publisher</b>	Pearson Longman
<b>ISBN</b>	

---

## Notes

The module aims at developing the student's ability to plan, execute and report in depth on a major investigation.