

PROJECT SUMMARY

Assignment Description

The Unit requires students to conduct and report on an original research project that addresses a significant issue in business. This independent research project will normally be undertaken under the supervision of a member of the teaching staff of the School.

The body of the Report must be limited to no more than 100 typed, double spaced pages, plus appendices. This requires considerable skill to produce a compact, well-organised thesis. No thesis will be accepted for submission if the report is longer than 100 pages. It is expected to have substantial academic and practical outcomes, and to be of publishable quality.

On completion of the Independent Research Projects, students should have:

- conducted a critical review of the literature relevant to their field of study;
- derived appropriate hypotheses for testing, or questions or problems to be answered;
- devised a rigorous test of the hypotheses or developed a sound methodology for answering the research questions, with the resulting research design giving regard to the practical problems of conducting research, ethical considerations, and principles of scholarly research;
- apply for ethics clearance for the research
- conducted a planned study and managed any practical problems that might have arisen in the course of data collection;
- conducted an appropriate analysis of data;
- write a report on the project showing due regard for the relevant stylistic conventions
- Present the results of the work to a panel of academics including the supervisor and two other academics/industry partners as well as others in the class.