



MBA Project

Module Code	MBAP2	NQF level:	7
Credit Value	50	Study duration:	26 weeks

Module description:

The outcome of the MBA Project is a written report of no more than 15,000 words in length, based upon a comprehensive understanding of the relevant literature and elements of primary as well as secondary data research you have conducted yourself. The MBA Project is led by a suitable management issue, problem or business opportunity which is critically discussed or evaluated with reference to existing research and primary as well as secondary data. An understanding of the academic debate and critical application of existing research (and the student's own research) to a case are key to the MBA Project.

Aims:

The aim of the MBA Project is to demonstrate an understanding of the philosophy and principles of research and show competence in the design, execution and reporting of a business oriented research project or creation of a business plan. The student's ability to carry out subsequent research independently and to commission, manage and evaluate the research activities of others is thereby developed.

Learning outcomes

On completion of this module, students will be able to:

- show an appreciation of current business and global issues.
- articulation of a business issue and the development and execution of a plan to address it.
- make a reasoned and critical selection of information sources, analytical tools and techniques appropriate to the specific issue being investigated.
- identification and understanding of ethical issues in management research.
- the synthesis and application of knowledge from multiple course modules to a business problem.
- analyse, evaluate, and present a coherent extended argument
- evaluate and recommend appropriate courses of action.
- carry out critical reflection

Syllabus

There are one-to-one supervisory meetings tailored to each student for their specific research project. There are no common taught lessons.

Learning and teaching methods

Students will be allocated a supervisor and each student should expect about 10 hours with their supervisor. Contact details may be found on the relevant pages in Moodle and the key outcomes of supervisory meetings and discussions will be recorded in the student's Journal Tool.

Description of unit of assessment	Length/Duration	Submission Date	Weighting
Dissertation or Business Plan	12,500 words	End of Module	100%