|  | **ASSESSMENT HANDOUT** | **nbu.png** |
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| **Research Methods for Business (Part 2)** |

| **MODULE CODE** | CBA6501 |
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| **MODULE TITLE** | Research Methods for Business (Part 2) |
| **PROGRAMME** | MA in Marketing, Advertising & PRMA in Digital Marketing & Social Media |
| **DEPARTMENT** | BAED |
| **CREDITS** | 15 |
| **STAGE OF STUDY** | PG |
| **SEMESTER/SESSION** | Year 2 |
| **LOCATION** | Sofia, Bulgaria |
| **STAFF**  | Dr. Fenia MavrodiDr. Alexandros Kapoulas |
| **E-MAIL** | amavrodi@york.citycollege.eu, akapoulas@york.citycollege.eu  |
| **STAFF OFFICE** |  |

| **ASSESSMENT NUMBER** | 2 |
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| **CONTRIBUTION** | 60% of the module final mark |
| **ASSESSMENT TITLE** | Research Proposal |
| **ASSESSMENT TYPE** | Individual Assignment |
| **HAND-OUT DATE** | 01.12.2023 |
| **SUBMISSION DATE** | 21.04.2024 |
| **FEEDBACK DATE** | 31.05.2024 |

| **LEARNING OUTCOMES** |
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| Upon completion of this piece of assessment, a student will be able to:* LO1 Search academic resources and data bases
* LO2 Synthesise, evaluate and critically assess academic research
* LO3 Conduct and write an academic literature review
* LO4 Formulate a clear research question and achievable purpose/aims and objectives
* LO5 Design and execute a research project
* LO6 Produce a research proposal
* LO7 Understand and apply qualitative and quantitative approaches to research
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| **ASSESSMENT CRITERIA** |
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| * Literature Review background
* Research problem/query justification
* The proposal must have a clear research question and achievable purpose/aims and objectives Indicative references must be given
* A clear methodological design must be provided in order to meet the objectives of the research
* The data collection methods/tools – questionnaires, interview schedules etc. have been properly designed.
* An action plan with a specific timetable for the completion of the proposed project must be provided
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| **DETAILED DESCRIPTION** |
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Produce a research proposal of approximately 4000 words. The research proposal will include:

* Clear and specific research question(s) and clearly defined aims and objectives, based on literature review.
* Indicative references – must be structured to reflect the objectives of the proposal
* The basic methodological design – The reasons for choosing the particular method of study must be stated briefly
* The design of the appropriate data collection methods/ tools
* An action plan with a specific timetable – which corresponds to the stages articulated in the methodological design, must be provided.

Students are expected to follow the below report structure (indicative – you should adjust the structure according to the type of your coursework report):

* Abstract
* Title page
* Contents
* Introduction
* Literature Review –Gap Identification/ under-researched areas
* Research Problem/query, research objectives
* Methodology Description & Justification
* Draft of data collection questioning routes
* A Timetable of the Dissertation’s Completion Plan
* Bibliography – you must utilise the Harvard Reference System

| **SUBMISSION**  |
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| Students are expected to submit:* An electronic copy on TURNITIN of 4000 words long (excluding tables, graphs and spreadsheets). Following the guidelines of the “Students Handbook”, reports should be written using the Times New Roman font at a size of 12 and with 1.5 spacing between lines. There should be clear spacing between paragraphs, sections and subsections. The assignment must have a Departmental cover sheet.

**Late Submission Policy**: All work submitted late, without an approved claim of extension or exceptional circumstances, will result in a 10 marks reduction for each day that the work is late, up to a total of five days, including weekends and bank holidays. |

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