

## Module Descriptor Definitive Document

<b>Module Code</b>	BSNH55
<b>Version</b>	1
<b>Module Title</b>	Honours Project
<b>Credits</b>	40
<b>Valid From</b>	January 2025
<b>Status</b>	Validated
<b>Subject Board</b>	BSN
<b>HECoS Code</b>	100097
<b>Academic Level (FHEQ)</b>	6
<b>Study Period</b>	X
<b>Prerequisites and co-requisites</b>	Research Methods
<b>Not available to students taking/having taken</b>	N/A

### Content (Indicative)

The Honours Project is an individual piece of research on a topic of the student's choice related to business and enterprise. Successful completion of the module requires:

- Formulation of a research question and research design process
- Literature review, data collection, data analysis and reporting
- Production of a dissertation.

### Teaching and Learning Experience

- Seminars
- Workshops
- Guided Independent Study
- Supervision

## Module Learning Outcomes (MLOs)

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

1. Formulate a research question that demonstrates advanced understanding of and alignment to a contemporary business issue.
2. Critically evaluate, synthesise and integrate relevant literature to establish a strong framework for the research of a contemporary business issue, whilst selecting and defending appropriate research methodologies.
3. Collect, critically analyse and evaluate a range of business data via qualitative and/or quantitative methodologies presenting insights in a variety of formats.
4. Produce a comprehensive business report which presents research findings, demonstrates critical analysis and adheres to academic convention to a range of audiences.

## Assessment

Assessment Task	Weighting	Module Learning Outcomes Assessed
Dissertation	100%	1-4

## Indicative reading

### Books

Bryman, A., & Bell, E. (2018). *Business research methods* (5<sup>th</sup> ed.). OU Press.

Denzin, K., & Lincoln, Y. S. (2023). *Handbook of qualitative research*. Sage.

Field, A. (2017). *Discovering statistics using IBM SPSS Statistics*. Sage.

Fink, A. (2019). *Conducting research literature reviews: From the internet to paper*. Sage.

George, D., & Mallery, P. (2016). *IBM SPSS Statistics 23 step by step: A simple guide and reference*. Routledge.

Martin, D., & Hughes, N. (2014). *Doing a successful research project: Using quantitative or qualitative methods*. Palgrave.

Saunders, M., Lewis, P., & Thornhill, P. (2015). *Research methods for business students* (7th ed.). Pearson.

Bryman, A. (2015). *Social research methods* (5th ed.). Oxford University Press.

Charmaz, K. (2014). *Constructing Grounded Theory* (2nd ed.). SAGE.

Denzin, K., & Lincoln, Y. S. (2018). *Handbook of qualitative research* (2nd ed.). Sage.

Easterby-Smith, M.,

Robson, C. (2016). *Real world research* (4th ed.). Blackwell.

### Journals

International Journal of Social Research Methodology

Journal of Mixed Methods Research

Qualitative Research Journal

The Electronic Journal of Business Research Methods

### Websites

Market Research Society – Code of Conduct

Social Research Association – Ethical Guidelines