

Module Layout MBA700/ Applied Business Dissertation

Faculty	FEM	Faculty of Economics and Management	
Programme of Study	MBA	The Open MBA - Master of Business Administration (MBA)	
Module	MBA700	Applied Business Dissertation	
Level of Study	Undergraduate		Graduate
		Master ✓	Doctoral
Language of Instruction	English		
Mode of Delivery	Distance Learning		
Module Type	Required		Electives ✓
Number of Group Consulting Meetings	Total	Physical Presence	Online
	5	0	5
Number of Assignments	2		
Final Exam Calculation	Final Individual Project	Individual Presentation	Individual and Group Interactive Exercises
	60%	30%	10%
Number of European Credit Transfer System (ECTS)	20		

Module Description

The MBA700 Applied Business Dissertation module helps students to learn and practice on how to plan and conduct business research in order to develop a specific research and action plan to address a relevant research problem. The dissertation needs to be applied on real organisations through the application, collection, and analysis of information and the proposal of workable solutions to the organisation.

The aim of this module is to help students understand how to identify, assess, and analyse business problems and apply solutions based on applied research. Specifically, this module helps students:

- to understand the role and importance of research in the field of business administration.
- enhance their teamwork and group work skills.
- to distinguish the basic philosophical directions of research and their effects.
- in the design of an applied business study taking into account the legal limitations and ethical issues on the part of the researcher.
- in formulating business problems, research questions and research hypotheses.
- distinguishing the limitations of a research and the way they are formulated in a scientific text.
- in the selection of appropriate scientific sources in the context of the literature review
- in structuring information in a scientific text.

- in selecting the appropriate data collection tool taking into account its features and limitations.
- selecting the appropriate sample for the survey and calculating the sampling error in the case of quantitative research.
- in the selection of appropriate data analysis techniques.
- in the analysis of the descriptive statistical analysis indicators and the selection criteria of each type of analysis based on the measurement scales used (average, median, prevailing value, frequency, percentages, data processing, correlation coefficient, mean comparison, analytical factor analysis)
- in the construction of a complete scientific text following the appropriate referencing styles
- in the presentation of an applied business study to an audience.

Pre-requisite Modules

MBA511	Organisational Behaviour and Human Resource Management
MBA512	Business Economics
MBA513	Strategy and Leadership
MBA521	Accounting and Financial Reporting
MBA522	Marketing Management
MBA523	Research Methods and Instruments

Co-requisite Modules

None

Grading Scheme

Assessment Method	Percentage on final grade	Workload	
		Hours	ECTS
Weekly study - Group Meetings	0 %	250-300	10
Final Individual Project	60 %	100-120	4
Individual and Group Interactive Exercises	10 %	50-60	2
Individual Presentation	30 %	6-12	6
Total	100%	500-600	20

Grading Rules and Assessment methods

- Interactive activities, which comprise 10% of the final grade and are assessed with a Pass or Fail. Each contribution that is evaluated with a Pass proportionally increases the module's final grade.
- Students are evaluated with 9, if they collect 90% of the possible grade, meaning, $90\% \times 10 = 9$, etc.
- If a student obtains a grade with decimal points, then the final grade is rounded to the nearest half unit. This module (Thematic Unit) is considered to have been successfully completed when the grade is equal to or higher than 5.0.