

BUSN 402 Case Study, Project or Dissertation

The capstone course is a method of summative evaluation in which the student is given an opportunity to demonstrate integrated knowledge and growth in the major. The course consequently builds on the knowledge gathered during years as a business student. It gives them the ability to work on an extended business project under the guidance of a supervisor while gathering very practical experience. Students will be required to work on a complex and real-life problem related to Business studies. In doing so, the Capstone makes the link between the academic discourse and the world thereafter. (*Prerequisite: BUSN 401, Minimum 90 credits*)

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate Critical Knowledge of research principles, concepts, and techniques.
2. Identify and apply the appropriate theoretical models and enquiry techniques to assess challenges within the wider business context
3. Critically analyse data/issues encountered in the articulated research problem and generate insights and interpretations relevant to the research topic area.
4. Critically review existing research and literature related to the chosen area of research.
5. Use specialized applications to identify the latest research findings (i.e., literature research engines), perform data analysis (i.e., SPSS, MS Excel, MATLAB) and facilitate data and information presentation (i.e., Ms PowerPoint)
6. Effectively communicate research output in written and orally with sound and coherent arguments to peers and specialists.
7. Demonstrate ability to effectively work individually under guidance with the supervisor and accept responsibility and accountability for completion of research project.
8. Demonstrate understanding and application of ethical principles when implementing the research.

Text Book & Course Materials:

- *Saunders, M. (2014). Research Methods for Business Students (6th edn.)*

Course Content: NA