

BUSN 599 Final Thesis Project

Course Description

In this course, students will write a final thesis project applying the knowledge and skills they have learnt in the classroom. The topics chosen will reflect the students' aspirations to contribute novel insights to the field of business, with the potential to influence real organizational decisions and strategies. Throughout the course students will identify a research question or a problem within an organization. They will conduct a comprehensive literature review and then apply appropriate research methodologies and tools to address the research question or problem. Lastly, students will draw meaningful interpretations from the data and relate findings back to the literature or broader business implication.

Course Learning Outcomes

1. Demonstrate critical knowledge and understanding of the current challenges faced by businesses and the methods and tools used to study them.
2. Use professional skills and specialized research methods to plan and undertake significant research or investigation.
3. Critically analyze information and data using robust data analysis methods with quantitative and qualitative techniques.
4. Produce and present a written report and oral presentation that integrates data analysis, findings, and recommendations.
5. Operate professionally under a supervisor's guidance and accept responsibility for completing a thesis project.
6. Conduct research according to ethical, social, and environmental norms, ensuring responsible and sustainable practices.

Learning Resources

- NA

Course Content

- NA