

Module Title

Business Research Project

Module Code

BRP-603

Level / Year of Study

MQF Level 6 / Year 3

Credit Value

24 ECTS

Module Leader / Tutor Name

[Insert Name]

Assessment Title

Independent Business Research Report

Assessment Type

Dissertation / Research Portfolio

Assessment Weighting

100% of the Final Grade

Submission Deadline

[Insert Date and Time – e.g., 30 June 2025, 23:59 GST]

Submission Format

Typed submission via Moodle (Word or PDF)
Referencing: Harvard style

Assessment Overview / Task Description

This is your final research project where you independently explore a real-world business issue or opportunity. You are expected to apply academic research methods, collect and analyse data, and make evidence-based conclusions and recommendations. The report should demonstrate originality, critical analysis, and methodological rigour.

Assessment Aim and Learning Outcomes

Aim:

To equip students with the ability to conduct original, ethical, and academically grounded research in a real-world business context.

Learning Outcomes Assessed:

1. Conduct independent and original business research
2. Apply appropriate qualitative or quantitative methodologies
3. Critically evaluate literature and empirical data
4. Present well-structured academic writing and analysis
5. Demonstrate ethical awareness and reflective evaluation

Assessment Instructions / Requirements

- **Word Count:** 6,000–7,000 words $\pm 10\%$
- **Structure:**
 - Title Page
 - Abstract
 - Acknowledgements (optional)
 - Table of Contents
 - **Chapter 1:** Introduction
 - **Chapter 2:** Literature Review
 - **Chapter 3:** Research Methodology
 - **Chapter 4:** Findings & Discussion
 - **Chapter 5:** Conclusions & Recommendations
 - References (Harvard style)
 - Appendices (e.g., consent forms, interview guides)
- **Referencing:** Minimum 10 academic sources
- **Formatting:**
 - Font: Times New Roman / Arial
 - Size: 12pt
 - Line Spacing: 1.5
 - Referencing: Harvard Style

Assessment Criteria / Marking Scheme

Criteria	Weight
Clear definition of research question	10%
Quality and criticality of literature review	15%
Research design and methodology	20%
Data analysis and interpretation	25%
Conclusions and recommendations	15%
Academic writing, structure, referencing	15%

Assessment Weighting Criteria

There are no sub-components. The entire dissertation contributes **100%** to the module grade.

Referencing Style Guide

Harvard Referencing Style must be used throughout.

Refer to: https://library.leeds.ac.uk/info/1401/referencing/47/harvard_referencing_examples

Academic Integrity and Plagiarism Warning

All work must be original. Plagiarism, collusion, or contract cheating is strictly prohibited and will result in disciplinary action. All submissions are checked using Turnitin.

Support and Resources Available

- **Academic Writing Centre:** Help with structure, style, and referencing
- **Supervisor Sessions:** One-on-one research guidance
- **Library Access:** Business databases (JSTOR, Emerald, EBSCO, etc.)
- **Workshops:** Research methods, ethics, and data analysis tutorials

Late Submission Policy

Late submissions without formal approval are penalised:

- 5% deduction per calendar day (up to 5 days)
- After 5 days: **0% mark** recorded unless extension granted

Resit / Reassessment Information

Students who fail the initial submission may revise and resubmit based on supervisor or module leader feedback. All resubmissions must meet the same criteria and submission requirements.

Feedback and Grade Release

Results and written feedback will be released within **30 working days** via Moodle, subject to internal moderation and exam board approval.

Grading Classification

Grade	Range	Classification	Description
A	85% – 100%	Distinction	Exceptional understanding, originality, and application of subject matter.
B	70% – 84%	Merit	Strong understanding and effective application with analytical insight.
C	50% – 69%	Pass	Meets minimum academic standards with basic understanding and analysis.
F / UN	0% – 49%	Fail / Ungraded	Below academic standards. Lacks sufficient understanding or execution.

Appendices (if needed)

- Supervisor Approval Form
- Ethics Checklist and Consent Templates
- Sample Title Page Format
- Marking Rubric

Checklist Before Submission

- Title page, abstract, and table of contents included
- Word count within 6,000–7,000 $\pm 10\%$
- Ethical clearance received (if applicable)
- Minimum 10 academic sources used
- Harvard referencing style followed
- Turnitin report checked and downloaded

Common Mistakes to Avoid

- Research question too broad or vague

- Weak justification for methodology
- Lack of critical engagement in literature review
- Poor structure or formatting
- Missing citations or reference list errors

Exemplar / Sample Work or Extracts

Anonymised samples or past projects are available from the module leader or Moodle repository.