

BUSINESS AND MANAGEMENT PROJECT ASSESSMENT BRIEF

School: PPA Business School

Subject: Business and Management

Module Code and Title: BMA6000 and **BUSINESS AND MANAGEMENT PROJECT**

Module Co-Ordinator: Miss Urooj Qaisar

Office hours:

9:00 AM to 4:30 PM

Monday to Friday

Please arrange an appointment by email.

BUSINESS AND MANAGEMENT PROJECT ASSESSMENT BRIEF

There are three summative assessments, as follows.

1. Your **proposal** – 30%
2. Your **project write-up** – 70%

Total – 100%

Assessment briefs, guides and marking grids are available in Appendices 1 and 2 for Assessments 1 and 2 of the Handbook, respectively. They are also available in their particular folders, below.

Assessment type:	Individual project proposal
Deadline:	August 2025
Word limit:	2,000 words ($\pm 10\%$)
Referencing convention:	Harvard
Submit via:	Online only; via the relevant TurnItIn
Proportion of overall module mark:	30%

Assessment Brief

Your proposal is a research plan. It concerns what you want to do, by when, with whom, along with the context to your study. It's called a proposal as opposed to a plan because you need permission (ethical permission, mainly) before you get started, so you 'propose' a research project / study which, all being well, is authorised for you to undertake.

Your work needs to be original, which can be achieved by various means, including by:

- Carrying out empirical work that has not been done before;
- Synthesising issues not put together before;
- Looking at topics that people in a discipline have not looked at before;
- Examining existing knowledge in an original way; or,
- Bringing new evidence to bear on an old issue.

In 2,000 words ($\pm 10\%$), detail your proposed research plan.

Your research proposal should tell your supervising tutor:

- What the project is about – its' context;
- What your particular research question is;
- What you are trying to find out and achieve;
- How you will go about doing that;
- What we will learn from it and why that new knowledge has value.

This will enable your supervising tutor to evaluate your research ideas and will give you chance to amend them if required.

A typical research proposal would contain the following sections:

Front cover	Attractively presented, with the proposed title of your research prominently presented (like on a textbook), along with your name and student number.
Introduction	A brief overview of your research topic. What is your research about and why do you think it is worth studying? If there is a major focus of your study (a theory, organisation, concept, issue, etc.) introduce it here.
Research question, and sub-questions and/or objectives.	State your research question (or statement), together with a set of sub-questions and/or objectives. Make sure these are clear and logical and, taken together, comprehensively cover the narrow, focussed research question you have proposed.
Preliminary literature review	Demonstrate your understanding of the relevant literature in your topic area (in circa less than 1,000 words). This should be a review of predominantly, if not exclusively, quality scholarly, peer-reviewed literature.
Methodology/Timescales/Ethical Considerations	<p>Explain how you propose to collect data to address your research question. What is your research strategy, design, and methodological choices? Justifying your choices is essential here – why is method X appropriate for your study, and why aren't methods Y and Z? Discuss the practicalities of your research too (e.g. timescales (perhaps a Gantt chart); resource implications (software costs, stationery, travel, etc.).</p> <p>It is essential that you also briefly discuss the major ethical issues arising in your study, and how you intend to address these. (A fuller exploration of these will occur through the ethical approval process.)</p>
List of references	References should be immaculately formatted to capitalise on every available percentage point. Alphabetise your list.
Appendices	<p>Appendices should be limited to providing detailed information that are not appropriate for inclusion in the main text. They provide additional reference material for readers who may wish to verify or further investigate information you have presented in the main text. Appendices should be concise.</p> <p>If your project requires use of an information sheet and consent form these should be included here. You may wish to also include your research instrument.</p>

Project

Assessment type:	Individual report
Deadline:	September 2025
Word limit:	8,000 words ($\pm 10\%$)
Referencing convention:	Harvard
Submit via:	Online only ; via the relevant TurnItIn
Proportion of overall module mark:	70%

Rationale

This is the write-up of your efforts over the last 4 – 7 months (depending on when you started). It informs the reader of what you set out to discover, what the context of that search was, how you went about answering your question(s) and what those answers are, along with confirmation of why that new knowledge is useful and worth knowing – all in 8,000 words ($\pm 10\%$).

Assessment brief

In 8,000 words ($\pm 10\%$), write up your research findings in an appropriate format and style.

Your write-up will normally have a structure like this:

Front cover	Attractively presented, with the proposed title of your research prominently presented (like on a textbook), along with your name, your supervisor's name, your student number, word count, and the following at the foot of the page: "A dissertation submitted to PPA Business School in accordance with the requirements of the degree of Bachelor of Arts in [insert rest of degree title here] in PPA Business School"
Declaration	Add a page with the following. If you are able, add your digitised signature below, or else type out your name. Add the date of your declaration below. "I declare that the work in this dissertation was carried out in accordance with the requirements of the University's Regulations, Codes and Policies, including the Academic Regulations for Taught Programmes, Student General Regulations, and the Academic Misconduct Policy, and that it has not been submitted for any other academic award. I declare that this is wholly my own work and any views expressed are my own, except: Where I have indicated that I have worked collaboratively with others; quoted from the work of others, where I have formatted the quote appropriately, and have included the source of that quote with citations as appropriate. Where I have used others' ideas, I have given due credit by way of citation(s)."
Acknowledgements (optional)	If you'd like to thank anyone for their help in respect of your research project efforts, you may wish to include a note of it here.

Abstract	<p>The abstract is very important. It is a condensed summary of the complete content of your complete research project (up to 300 words). This is best created towards the end of your writing. Saunders et al (2009) suggest it should contain four short paragraphs addressing the following questions:</p> <ul style="list-style-type: none"> • What were my research questions, and why were these important? • How did I go about answering the research questions? • What did I find out in response to my research questions? • What conclusions do I draw regarding my research questions? <p>(The abstract is not included in the word count.)</p>
Table of contents	<p>Formatted like those in your textbooks. Use the function built into Word to produce this/these.</p> <p>You may also need to include a Table of Tables and/or a Table of Figures and/or a List of Abbreviations.</p>
Introduction	<p>Your word count begins here.</p> <p>Your introductory chapter should provide a clear idea about the subject of your research and why you thought it was worth studying. You should briefly outline what you did and why. Restate your main question (copied from the cover page) and detail your sub-questions.</p> <p>If your research is focused on a specific organisation/theory/person, etc., it is usual to include some background information on this here.</p> <p>Include your research question (copied from the front page), and sub-questions and/or objectives should be at the end of this and should be explicitly linked to the literature that follows.</p>
Literature review	<p>The literature review should provide a clear and balanced picture of the published literature relevant to your topic. Synthesise the literature, extracting the key themes and debates. The links to your project should be clear. Saunders and Lewis (2012, p.33) suggest your literature review ‘provides the base on which you will build your research project’...stand on the shoulders of giants!</p> <p>You should try to explicitly identify the ‘gap’ in the reviewed literature that you plan to fill with new knowledge.</p>
Methodology	<p>Explain what you did. Clearly. This should be a detailed chapter giving the reader enough information to make an estimate of the reliability and validity of your methods. Things you may need to include comprise your philosophical position; the nature of your study (quaL/quaNT; deductive; experimental; longitudinal, etc.); your research population, and sampling technique; what methods you have used to collect data; how you have analysed your data; what concepts, theories, scales, tests you are using; what tools you have used; what were your ethical considerations.</p> <p>Be critical in your writing. As well as providing the rationale for your approach. Explain whether the particular approach worked for you in practice, and why it did/not. Consider the validity / reliability / rigour of your methodological choices</p>

Results / Findings	This is where you present your empirical discoveries. Use appropriate tables and graphs to illustrate your results, where appropriate. They should be immaculately formatted. This chapter may include verbatim quotes from interviewees. There are two points to bear in mind when writing your results. Firstly, the purpose is to present empirical findings – it is not appropriate in this chapter to offer opinions on those particular findings (the discussion and conclusions chapters are reserved for this). Secondly, consider how you present your results / findings. One of the simplest ways is to return to the research question and objectives and let these inform the order of your results. Do not simply provide a table and/or graph for each question in your research instrument.
Discussion	It is your discussion that will demonstrate whether you have answered the research question and show the degree of insight that you exhibit in reaching your conclusions. This is where you can make inferences, explain what you've found and relate it to the literature.
Conclusion	Saunders et al (2009) urge you to pay attention to your conclusions. They suggest that this is where you are making judgements rather than reporting facts so this is where your level of understanding can shine through. You need to ask 'So what?' for each of
	your findings and 'to what extent have I answered my research question(s) and met my research objectives? Avoid the rehash of the findings trap! Your word count ends here – 8,000 words ± 10%!
List of references	Like your in-text references, these should be immaculately formatted to capitalise on every available mark.
Appendices	Appendices should be limited to providing detailed information, particularly results, that are not appropriate for inclusion in the main text. They provide additional reference material for readers who may wish to verify or further investigate information you have presented in the main text. Appendices should be concise.

Please note that the Assessment Q&A provides supplementary instruction to this brief and should be considered part of it. Failure to incorporate instruction given in the Q&A may lead to a reduction in mark; adoption of such instruction may result in an increased mark.