

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	BACHELOR OF ARTS (HONOURS) FASHION MARKETING (UNIVERSITY OF NORTHAMPTON)
Module Title	Dissertation
Module Syllabus no. (if any)	MKT4001
Year offered	2018
Start date	February 2018 / September 2018
End date	January 2019 / August 2019
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p>Knowledge and Understanding</p> <ul style="list-style-type: none"> ✓ Identify how the chosen topic is located within relevant academic literature. ✓ Distinguish between alternative theories pertaining to the topic. ✓ Apply theory to the topic and in doing so describe how theory informs a problem/ issue or, alternatively, describe how theory is itself informed by observation and analysis. <p>Subject - specific Skills</p> <ul style="list-style-type: none"> ✓ Locate and organise literature in a given academic domain. ✓ Develop, justify and conduct a research design that is appropriate for the topic under investigation. ✓ Create and sustain a substantial written argument consistent with the conventions adopted in the chosen discipline. <p>Key Skills</p> <ul style="list-style-type: none"> ✓ Locate and evaluate electronic and manual sources of information and data ✓ Define a problem and enlarge upon it and, where appropriate, propose solutions logically derived from the argument and from data collected. ✓ Manage a substantial piece of independent study. ✓ Reflect upon the dissertation process and on personal learning.
No. of teaching hours	Individual Dissertation Supervision: 4 hours Individual research and writing-up: 384 hours Seminars and workshops: 12 hours Total: 400 hours
Teaching Methods	As an independent research project the emphasis is on the students' own research endeavour, with both group and individual support being offered throughout the process. Consistent with convention, the module is assessed solely by the final dissertation document.
Assessment Methods and Weighting	DI- Dissertation, approx. 10,000 words/ 100%
Skills for Maximising Learning Outcomes	Reading and Research
Dates of examinations,	Please refer NILE at: https://nile.northampton.ac.uk

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

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major assessments and assignments	
Recommended Text	<ul style="list-style-type: none"> • Research methods for business students - Mark Saunders, Philip Lewis, Adrian Thornhill, Pearson, 9780273750802 • Business research methods - Bryman, Alan, Bell, Emma, Oxford University Press, 9780199583409 • Doing your research project: a guide for first-time researchers - Judith Bell, Stephen Waters, McGraw Hill Education, Open University Press, 9780335264469
Additional reference texts (if any)	<ul style="list-style-type: none"> • Quantitative methods for business, management and finance - Swift, Louise, Swift, Louise, Palgrave, 0333920759 • The SAGE handbook of quantitative methodology for the social sciences - Kaplan, David, SAGE, 0761923594 • Quantitative data analysis with SPSS for Windows: a guide for social scientists - Bryman, Alan, Cramer, Duncan, Routledge, 0415147190 • Qualitative research: issues of theory, method and practice - David Silverman, SAGE, 9781849204163 • The qualitative researcher's companion - Huberman, A. Michael, Miles, Matthew B, Sage Publications, 0761911901 • Strategies of qualitative inquiry - Denzin, Norman K., Lincoln, Yvonna S., SAGE, 0761926917
Additional Remarks (if any)	-

Lesson No.	Syllabus / Content
1	Each dissertation is shaped to a greater or lesser extent by the topic under investigation
2	However an undergraduate dissertation in this discipline will typically be structured as follows, with major deviations from this being negotiated with the student's supervisor:
3	Introduction / Literature review
4	Research methodology / Results
5	Analysis and discussion / Conclusions / References / Appendices, including personal reflection on the dissertation process
6	Although the choice of research method is dictated by the research question being examined, the characteristics of our discipline are such that we normally expect students to base their research on primary data. This expectation is reflected in the typical dissertation structure provided above.
7	The nature of the dissertation is such that it requires students to select a topic that is of interest or value to them. In identifying potential topics, students are advised
8	Modules and assessments that formed part of their earlier studies / Potential career paths / Staff research interests

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