

Course Unit Title:	Senior Project
Course Unit Code:	BUS411
Type of Course Unit: (Compulsory/Optional)	Compulsory
Level of Course Unit: (first, second or third cycle)	Bachelor (1 st Cycle)
Year of Study:	4
Semester when the unit is delivered:	7
Number of ECTS credits allocated:	10
Name of lecturer(s):	TBA
<p>Learning Outcomes of the course unit: Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Diagnose and structure managerial problems using valid theory on the issues involved • Apply their analytical skills, data gathering, data handling and presentation techniques • Discuss the importance of choosing the correct sample • Demonstrate use of good project management operations and techniques • Exercise holistic problem solving and decision making skills in business situations that involve the organization as a whole 	
Mode of Delivery:	Distance Learning
Prerequisites and co-requisites:	Senior standing
Recommended optional program components:	None
<p>Course Contents:</p> <p>Objective: The objective of the course is to provide students with the opportunity to do an in-depth analysis and investigation of an independent, researchable topic. Students – as part of a team - will have the opportunity to utilize all their prior knowledge and experience by designing and executing a major applied project. Through this process students will become familiar with necessary skills such as teamwork and collaboration.</p>	

Description:

The research process: stages of the research process; types of research.

Problem definition and the research proposal: setting of research objectives; research questions and hypothesis; structuring of research proposal.

Exploratory research: definition of exploratory research; experience survey; secondary data collection and analysis.

Survey research; an overview of survey research; types of errors; classification of survey research methods.

Questionnaire design; what to ask; how to phrase the questions; the art of asking questions; questionnaire layout; pretesting.

Sample design: practical sampling concepts; probability and non-probability sampling; sample size.

Data analysis: editing; coding; tabulation; cross-tabulation;

Report writing: report format; writing style of the report.

Research work: an independent, researchable topic will be chosen by the student in his/her area of interest. The student must do the actual research and write the report. The entire project will be supervised by a faculty member and/or a faculty team.

Recent developments and contemporary issues pertaining to the subject-matter of the course.

**Recommended
or
required reading:**

Cooper D. R. & Schindler P. S. : BUSINESS RESEARCH METHODS. Latest Edition, Chicago: Irwin.Cooper

D. R & Emory C.W. : BUSINESS RESEARCH METHODS. Latest Edition, Chicago: Irwin.

ADDITIONAL RECOMMENDED READINGS:

Saunders,M., Lewis,P.,Thornhill,A.,:Research Methods for Business Students, 4th ed. Harlow: Prentice Hall

Zikmund W G : EXPLORING MARKETING RESEARCH
The Dryden Press

Watson H J: PUTTING THEORY INTO PRACTICE
Prentice Hall

Emory C W : BUSINESS RESEARCH METHODS, Irwin

Planned learning activities and teaching methods:	Virtual lectures, workshops, group work, assignments and exams
Assessment methods and criteria:	Written Report 100%
Language of Instruction:	English
Work Placement(s):	No
Place of Teaching:	Blackboard Virtual Learning Platform